

ABSTRACT

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Implementation of the Digital Marketing Specialist Function in the Data and Research Division at OK OCE Indonesia, Jakarta

This report outlines my internship experience as a Digital Marketing Specialist in the Data and Research Division of OK OCE Indonesia. The focus was on exploring the key role of digital marketing specialists in formulating and executing effective online marketing strategies for SMEs. Through data collection and analysis, we examined the impact of various digital campaigns on brand image and sales performance, with an emphasis on relevant content strategies and consumer engagement through social media.

During the internship, my main tasks included creating compelling content, social media management, campaign performance analysis, and collaboration with the marketing and research teams to gain deeper insights into consumer behavior. By leveraging data and research, we could identify relevant market trends and adjust digital marketing strategies to effectively achieve the goals of OK OCE Indonesia and its supported SMEs. This internship provided a deeper understanding of the importance of adapting to changing trends and technologies in optimizing digital marketing strategies.

Keyword : Digital Marketing Specialist, Marketing, Content.