

YOESTIANDITO

-PORTFOLIO-

<https://yoestiandito.com>

Update: July 2023

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WORDPRESS
DEVELOPER

ABOUT ME



“I’m a man with various talents, skills, and experiences in Marketplace, Customer Service, e-Commerce Website Design & Development, and a Model/Talent who is enthusiastic in the world of e-Commerce.”

I’m Yoestiandito

27 Years Old

06 August 1996

Tambora, West Jakarta

hai@yoestiandito.com

<https://yoestiandito.com>

Interest: E-Commerce, Music, Anime

Personality: INFJ

Currently Studying at Universitas Terbuka
(S1 Manajemen)

Latest Work Experience:

PT. BENTENG MULTI INDOTAMA (BEMINDO)

E-Commerce Specialist & Wordpress Developer

December 2019 – Present (3+ Years)

SKILLS & TOOLS

Marketplace Ads



Tokopedia



Shopee

Analytics & Tracking



Data Processing



Ms. Excel



Ms. Word



Spreadsheet

Photo Editing



Adobe Illustrator



Photoshop

Video Editing



Premiere Pro



After Effects



Filmora



Canva

Web Development



Wordpress



Elementor



WooCommerce



SEO



Google Ads

Google Keyword Planner



Yoast Plugin

Tasks & Notes Management



Simple Sticky Notes



Todoist

Marketplace Management



Jubelio

E-COMMERCE SPECIALIST

Job Description:

- Collaborate with Team for Marketing Strategy.
- Tokopedia & Shopee Advertising.
- Find, Offer, and Maintain Micro Influencer to Collaborate.
- Handling Orders on Marketplace & WooCommerce.
- Collaborate with Warehouse Staff and Offline Store Staff for handling orders.
- Collaborate with Finance for Accounting things.
- Customer Service on Marketplace and Social Media like Handling Complaints, Product Questions, Service Questions, Promotion, etc.
- Create and Uploading Creative Contents for Social Media. (Template)
- Packing orders and send it to expedition. Also QC the product before send it. (As if needed urgently)
- Create Sales Report.
- Marketplace Product Optimization; Create SEO Title, Create persuasive description, Photo & Video.
- Marketplace Store Optimization.
- Create Marketplace Store Promotions & Programs like Voucher, Discount, Bundle, Flash Sale, Broadcast, etc.
- Analyze Competitor.

*I don't have any comparison for Marketplace Ads, because I am the one who started Marketplace Ads from Zero (0) on the store that I managed. Therefore, here I show my ATH (All Time High) Marketplace Ads results:

Shopee Ads

The screenshot displays the Shopee Ads dashboard for the period of 01/06 - 30/06. The main statistics are as follows:

| Metric | Value |
|-----------------|--------|
| Dilihat | 428.1k |
| Jumlah Klik | 17.1k |
| Persentase Klik | 3,99% |
| Pesanan | 172 |
| Konversi | 183 |
| Produk Terjual | 193 |
| Penjualan | Rp116m |
| Biaya | Rp3.8m |

Additional metrics and context provided in the summary box:

- Period: 1-30 June 2023
- Store Niche: Premium Phone Accessories
- ACOS (Advertising Cost of Sales): 5,23%
- ROAS (Return on Advertising Spend): 19,12
- CPC (Cost Per Click): Rp223/click

Tokopedia Ads

Ringkasan Iklan

Update terakhir: 13 April 2023, 10.10 WIB

01 Nov 22 — 30 Nov 22

Download Data

Semua Iklan

Iklan Produk

Iklan Toko

Iklan Banner

Tampil

266.378

+31% dari periode sebelumnya

Klik

13.140

+32% dari periode sebelumnya

Total Terjual

321

+6% dari periode sebelumnya

Pendapatan

Rp168.733.000

+29% dari periode sebelumnya

Pengeluaran

Rp6.900.073

+29% dari periode sebelumnya

Efektivitas Iklan

24.45%

-1% dari periode sebelumnya

1-30 November 2022

Store Niche: Premium Phone Accessories

ACOS (Advertising Cost of Sales): **4,08%**

ROAS (Return on Advertising Spend): **24.45**

CPC (Cost Per Click): **Rp525/click**

A MODEL / TALENT

Product Photo Model



*All images are clickable. Please click the image to visit the link!

Host Talent

YouTube



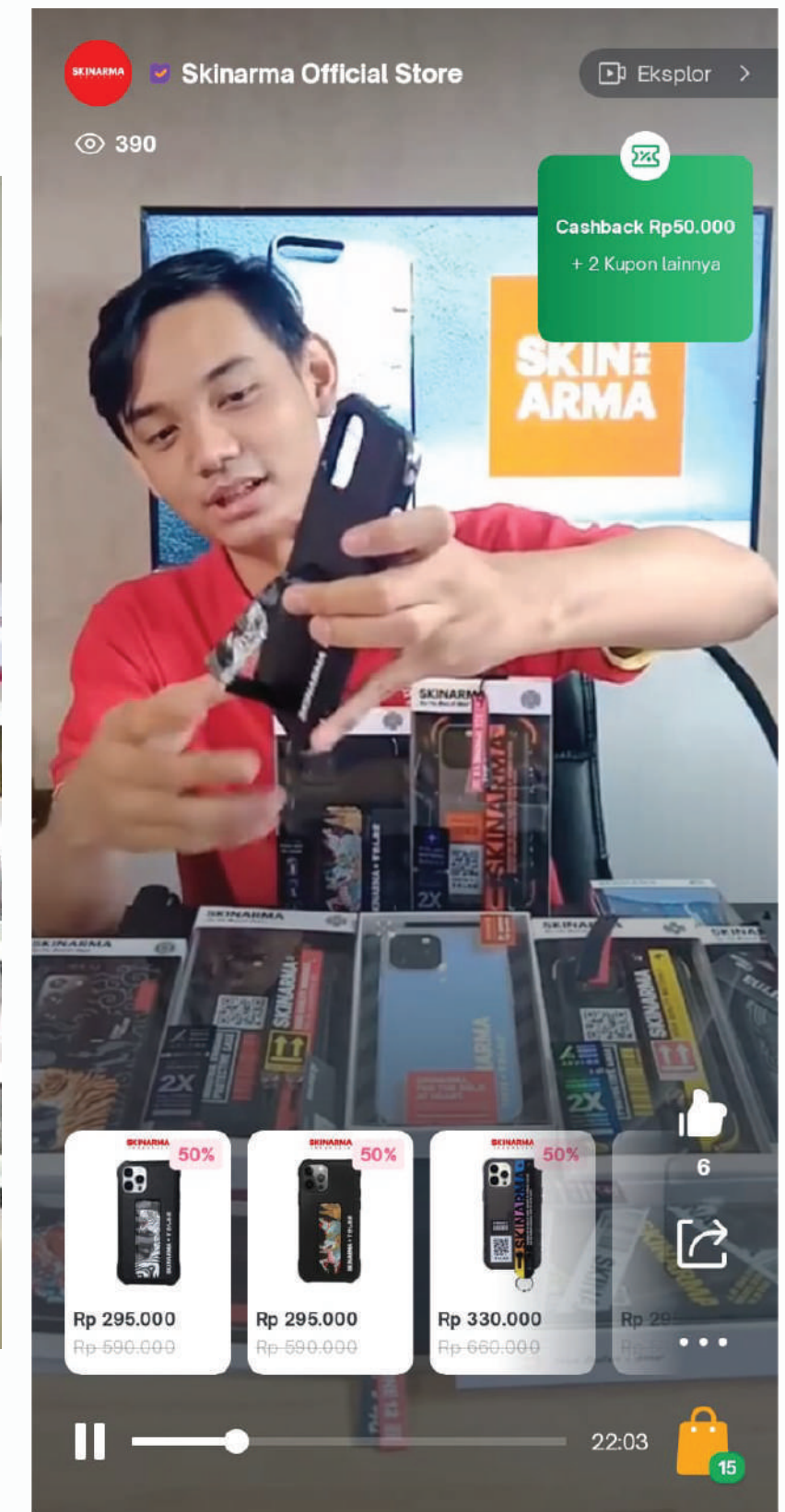
Instagram



Instagram



Tokopedia Play



*All images are clickable. Please click the image to visit the link!

Product Video Talent



Voice Over Talent

Product Review



Product Recommendation



4 PILIHAN
PRODUK
PEMBASMI
KECOA
PALING
AMPUH

Dipilih
Berdasarkan
Ulasan Pembeli
di Marketplace

Company Profile



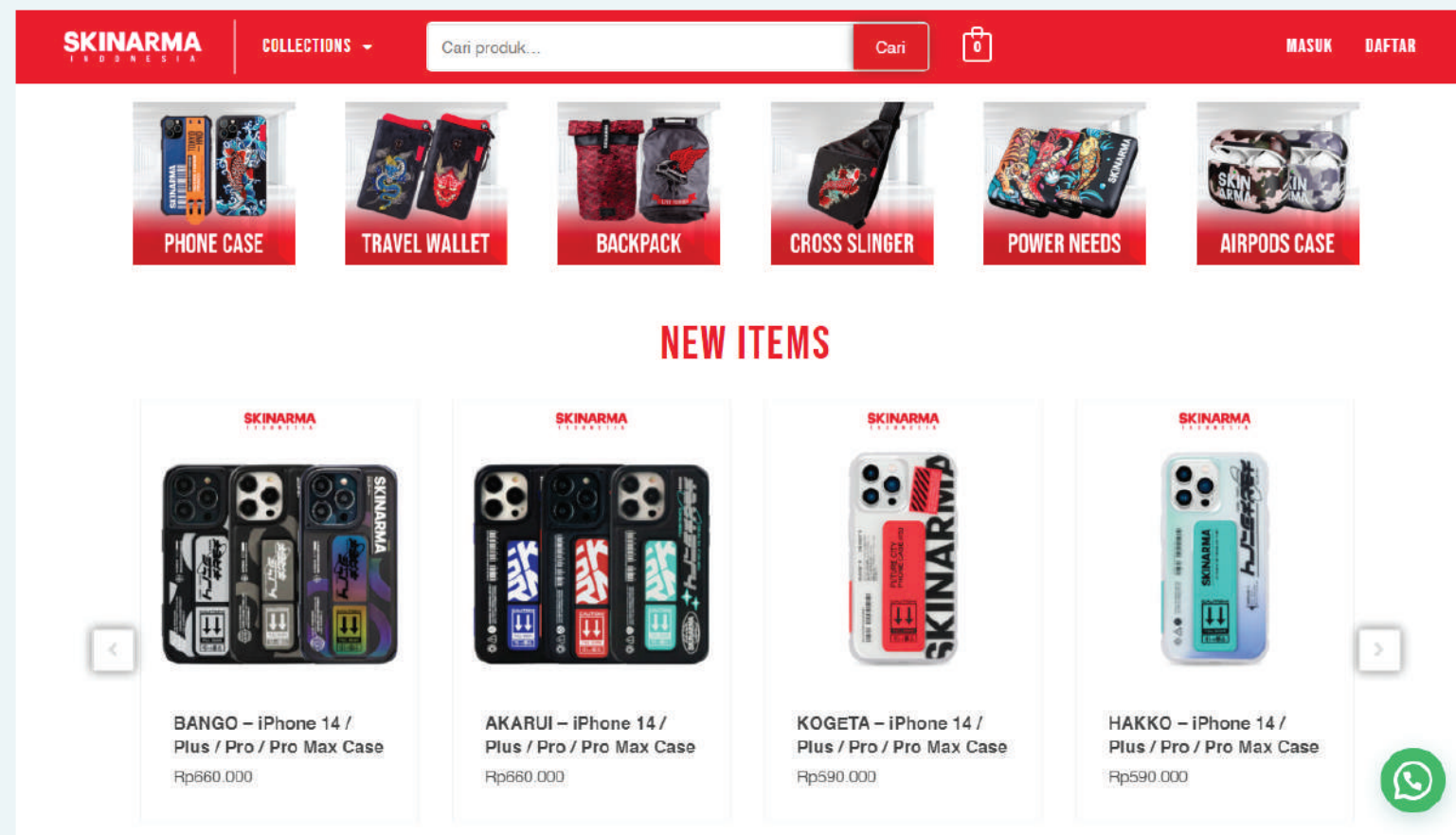
*All images are clickable. Please click the image to visit the link!

Job Description:

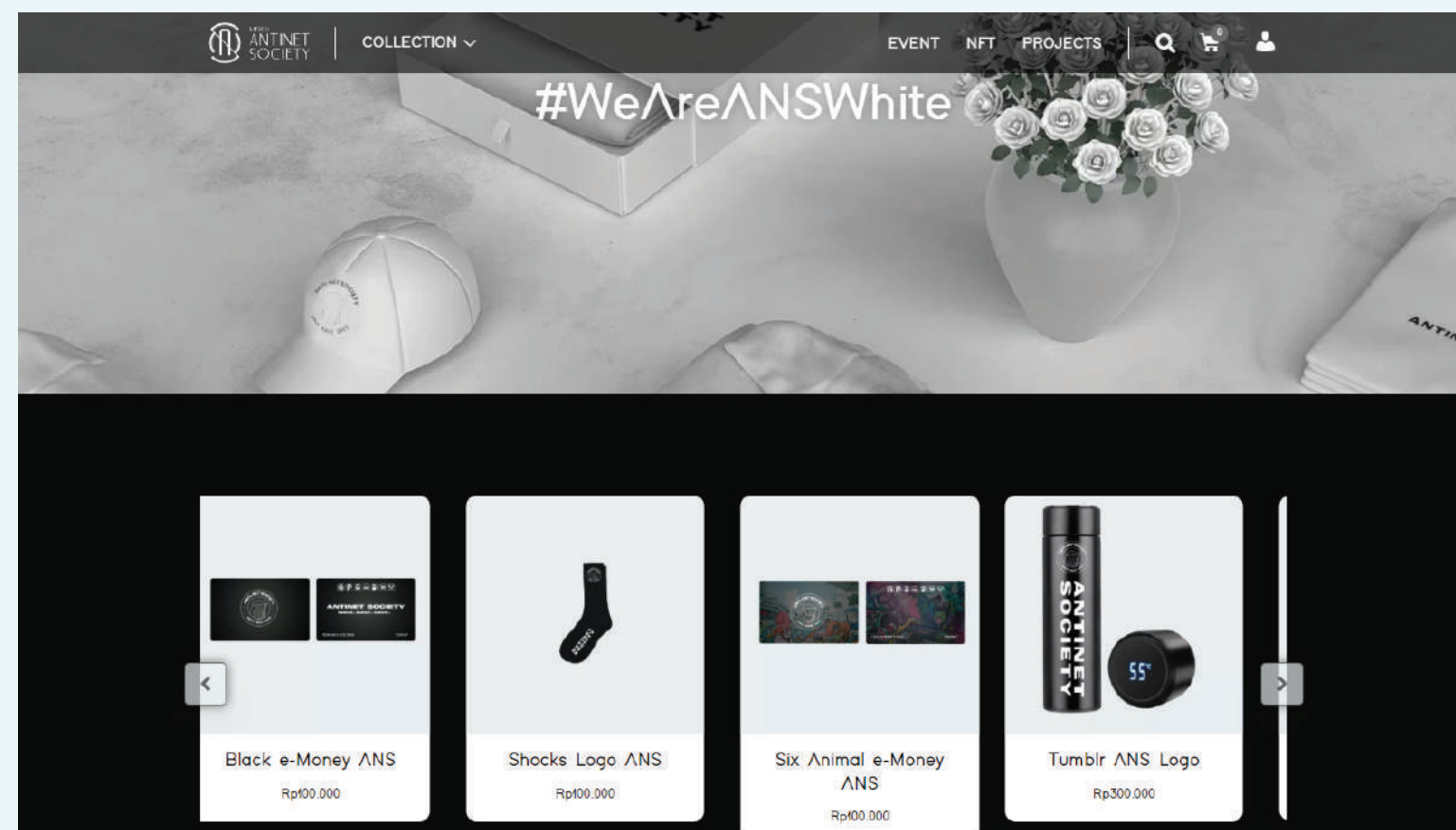
- Create Websites with Wordpress.
- Collaborate with Graphic Designer to design UI & UX.
- Update Plugins, Theme, Wordpress Version, and Translations.
- Maintain and repair if errors occurs.

E-COMMERCE WEBSITE

<https://skinarma.id/>



<https://store.antinetsociety.io/>



*Click the copyright text in the footer of the website to see my name tag

Objective:

I created these websites with the aim of selling products, collecting customer data, customer service media, and to inform offline store addresses

Main Features:

- E-Commerce System include Cart, Checkout, and Product Search using Woocommerce.
- Shipping Cost Calculation using Biteship.
- Tracking Information using 17track and AST.
- Payment Gateway for many payment methods with Xendit.
- Collect Pixel Tracking using Meta Pixel.
- Track how many visits and visitor behaviours using Google Analytics.
- WhatsApp click to chat floating icon using Joinchat.
- Google SEO using YOAST.
- Automatically Sync any Instagram Feed update into the website using Smash Balloon.
- Product Slider Auto Play using Prime Slider.

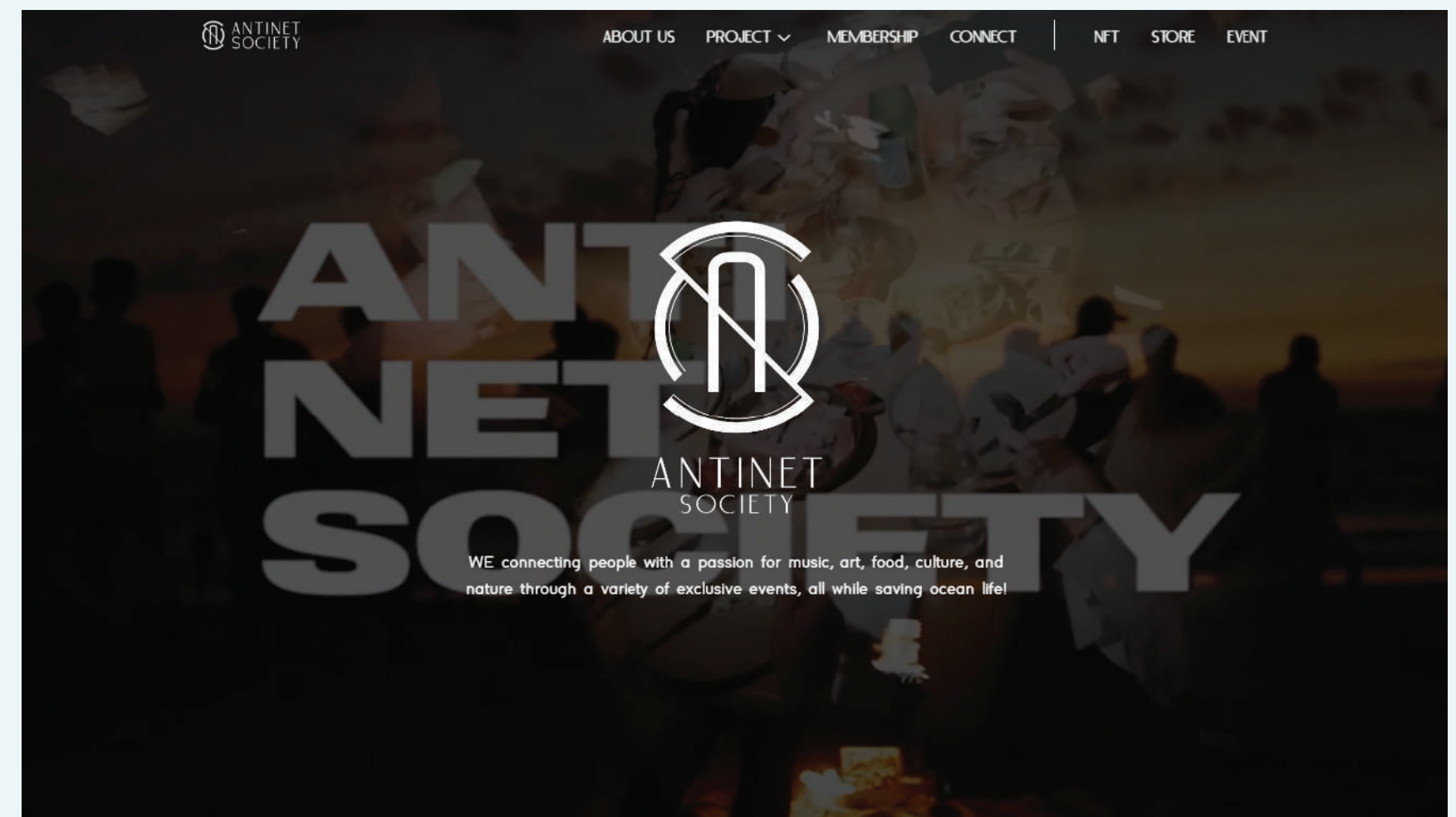
Objective:

I created this website with the aim of explaining what this company is about, the services, and the features that the company offers.

Main Features:

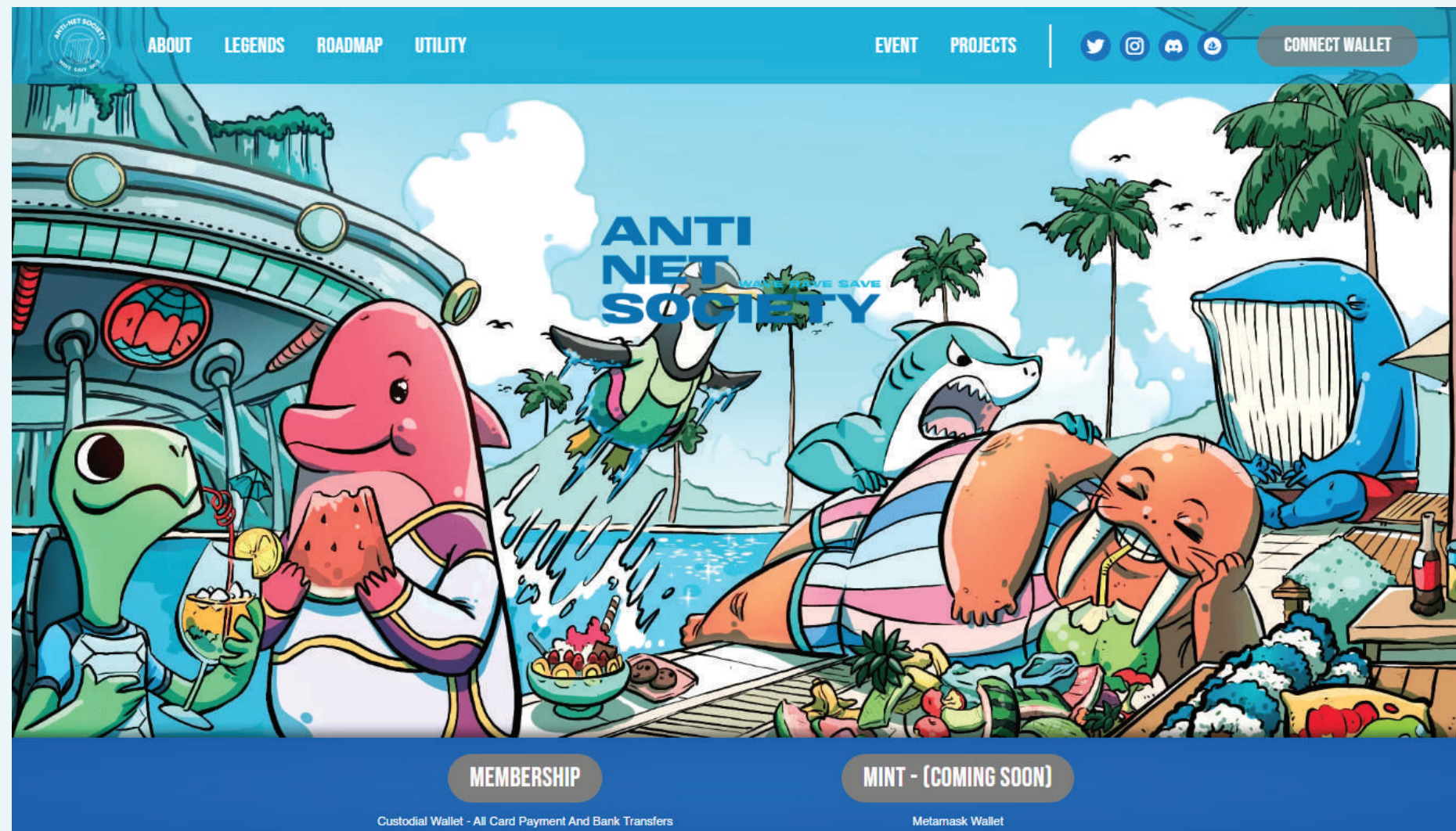
- One Page Site designed using Elementor.
- Newsletter / Mail Subscription System using Noptin.
- Mega Menu Hover using.
- Parallax Photo & Video Background Effect.
- Background Change when Hover some Text.
- Entrance Motion Effects.
- Preload Animation.
- Custom Color for Block/Selection.
- Track how many visits using Google Analytics.

<https://antinetociety.com/>



*Click the copyright text in the footer of the website to see my name tag

<https://antinetociety.io/>



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Objective:

I created this website with the aim of explaining what this company is all about, the features, roadmap, faq, nft sales, and services offered by the company.

Main Features:

- One Page Site designed using Elementor.
- Parallax Layers Background Effect.
- Entrance Motion Effects.
- Preload Animation.
- Custom Color for Block/Selection.
- Image Slider Auto Play.
- Scrolling Effects.
- PopUp when Click.
- FAQ Toggles.
- Track how many visits using Google Analytics.

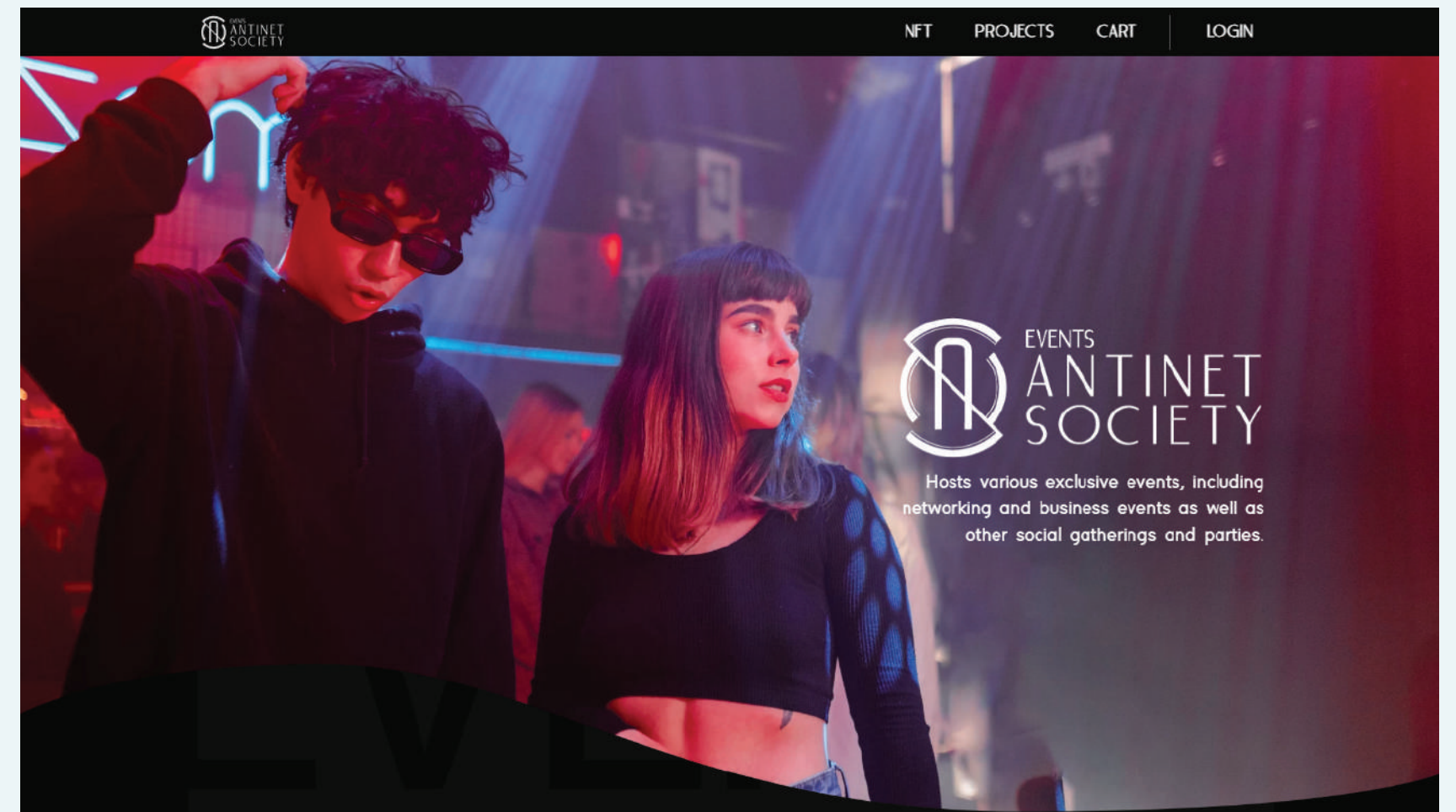
Objective:

I created this website with the aim of event ticket selling, upcoming events, latest and past event gallery, and collecting customer data.

Main Features:

- Designed using Elementor.
- E-Commerce System include Cart and Checkout using Woocommerce.
- Serial Codes Generator and QR Validator for Ticket Redeem.
- Photo & Video Gallery.
- Payment Gateway with many payment methods using Xendit.
- Track how many visits using Google Analytics.
- Scrolling Effect.
- Poster Slider.

<https://event.antinetsociety.io/>



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**LET'S KEEP
IN TOUCH
AND WORK
TOGETHER!**

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