



MARC ABRAHAM BUDIWIDAGDO

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MARCABM.COM

SKILLS

Affiliate Marketing	Google Analytics
Google Ads Space	Graphic Design
Social Media Marketing	Figma
Search Engine Optimization	Web Development
Sales Development	Microsoft Office
Adobe Creative Cloud	CRM tools

LANGUAGES

English	Highly proficient	Spanish	Very good command
German	Native speaker		

EMPLOYMENT HISTORY

Feb 2026 — ongoing

Performance Marketing Lead, Smag og Slægt // Parent company of 6 restaurants

Aarhus

- » Building a Multi-channel Marketing strategy that is based on performance data of each of the 6 Restaurants
- » Building proper tracking of websites through GA4, with building of custom Segments and data connections to other marketing channels
- » Actively improving UI and UX of websites, based on most recent tracking insights
- » Built Lookerstudio Dashboards to track GA4 website data, Google Ads data and Meta campaign data
- » Created and implemented a process to track the source of each restaurant booking from the ground up, enabling in-depth performance tracking & insights
- » Created and implemented API automations to minimize manual work and optimize workflows

Aug 2025 — Feb 2026

Freelance Marketing Manager & Web Designer, Wok this Way

Aarhus

- » Consulting about the efficient use of Meta Ads.
- » Building Social Media Marketing Dashboard for easy Data Insights.
- » Creating Data Driven Social Media Campaigns.
- » Building new UX - friendly Website aimed at driving Website sales.
- » Creating Cross-Channel Marketing Campaigns to drive sales and grow a returning customer base.

Jun 2024 — Oct 2024

Sales Development Representative, Formalize

Madrid

- » Qualified and nurtured high-potential leads.
- » Created outbound sales campaigns through email, cold calling, and LinkedIn outreach.
- » Conducted initial qualification calls, leveraging client needs analysis to identify high-value prospects and ensure alignment with tailored solutions.
- » Demonstrated expertise in using CRM tools and analytics to track engagement metrics, refine outreach strategies, and optimize sales effectiveness.

Aug 2023 — Apr 2024

Online Marketing Manager, Jungheinrich PROFISHOP

Hamburg

Affiliate Marketing

- » Optimized and automated all processes and achieved a reduction of manual effort by 80% in working hours.
- » Created strategic plans and KPIs to ensure steady performance, resulting in growth to 6-figure monthly revenue numbers.
- » Created a process to prevent commission payments on fraudulent or returned transactions.
- » Built a Dashboard in Lookerstudio for efficient performance monitoring.
- » Designed and coded Affiliate landingpage for the webshop to acquire affiliate partners.

Social Media Marketing

- » Strategically planned Content for Facebook -, LinkedIn - and Youtube Ads based on KPIs and user/community behavior.
- » Created Assets tailored to the specific steps of the customer journey, resulting in steady high performance and fulfilled KPIs - monthly 8 figure impressions, 6 figure clicks, 5 figure sessions.
- » Streamlined editorial processes, leading to content being planned and created weeks in advance, enabling higher quality assets.
- » Established cohesive visual guidelines that strengthened brand consistency across all social media channels.

Aug 2020 — Aug 2023

Apprenticeship Online Marketing Manager, Jungheinrich PROFISHOP

Hamburg

- » Acquired in-depth expertise in search engine advertising (SEA) and search engine optimization (SEO)
- » Developed engaging, SEO-optimized content that enhanced brand visibility and search rankings
- » Started in the Affiliate and Social Media channels as mentioned above