

CHARLES SIMANJUNTAK

IT Project Manager

charles.kleefi@gmail.com • 085355139497 • kleefi.com

PROFESSIONAL SUMMARY

IT Project Manager with a background in web development and digital marketing. Experienced in managing requirements, scope, timelines, stakeholder communication, UAT, change requests, and delivery for enterprise web projects. Combines hands-on technical experience with client and vendor coordination.

WORK EXPERIENCE

IT Project Manager | Media Indo Trend (Freelance, Remote) Sep 2025 – Present

- Manage requirements, scope, task assignments, timelines, stakeholder meetings, change requests, and UAT for Link Net web projects.
- Coordinate a three-person delivery team while also handling system analysis and supporting QA; work with Link Net infrastructure, vendors, and partner Lippo Mall Indonesia.
- Delivered four live website revamps (Corporate, Fiber, Enterprise, and Media) and two special projects (Deals and OneStream); all are now in maintenance.

Digital and Web Specialist | Besarati Agency (Remote) Dec 2023 – Nov 2025

- Researched trends and audience insights to shape content ideas, campaign plans, and social media recommendations during client pitches.
- Planned, ran, and optimized awareness campaigns across Google Ads, Meta Ads, and TikTok Ads for clients including Campina, CIMB Niaga, Delfi, and Megcheese.
- Prepared campaign reports and presented performance results and recommendations to clients.
- Delivered internal and client website work, developing some projects directly and supervising subcontractors on others.

Digital Marketing Specialist | Link Net (First Media) Dec 2021 – Apr 2023

- Led website UI/UX work for the Digital Marketing team, defining designs and user flows and coordinating implementation with the vendor.
- Supported recurring acquisition campaigns and monthly promotions through trend research, competitor benchmarks, and campaign ideas.
- Coordinated Google Ads and Meta Ads execution with vendors under the Section Head; supported early planning for Salesforce Marketing Cloud.

Web Developer Specialist | MyRepublic Indonesia May 2021 – Nov 2021

- Developed and maintained myrepublic.co.id on WordPress within the Marketing department for digital marketing needs.
- Gathered Sales team requirements and built Laravel-based tools for location tracking and sales check-in; participated in initial CRM development.

Webmaster Admin | Integrity Indonesia Jun 2019 – May 2021

- Developed and maintained WordPress websites for company services and client projects to support digital marketing needs.
- Managed hosting and technical issues, including coordination with the hosting provider's support team.
- Explained technical web solutions in meetings and pitches with clients and prospective clients.

WORK EXPERIENCE CONTINUED

Freelance Web Developer | Remote

2016 – Present

- Delivered public-facing informational websites and sites with small interactive features.
- Managed projects directly with clients, from requirements gathering and feature recommendations through development and handover.

Content Writer | Upwork (Remote)

Dec 2015 – Apr 2019

- Wrote SEO-focused articles based on client briefs and content requirements.

EDUCATION

Bachelor of Informatics Engineering | Universitas Gunadarma

2015

SKILLS

Project management · Requirements gathering · System analysis · Stakeholder management · UAT · Change control · WordPress · Laravel · Next.js · Express.js · PostgreSQL

Tools: Google Sheets, Docs, Slides · Trello · ClickUp · Google Ads · Meta Ads · TikTok Ads