

---

## **Professional Development and Digital Marketing Strategy Implementation at a Digital Agency**

**Muhammad Arkaan Dzakwan<sup>1</sup>**

<sup>1</sup>Sampoerna University

E-mail: muhammad.dzakwan@my.sampoernauniversity.ac.id

---

### **Article History:**

Received: March 10<sup>th</sup>, 2025

Revised: April 16<sup>th</sup>, 2025

Accepted: April 23<sup>rd</sup>, 2025

**Keywords:** *digital marketing, community service, account management, professional development, social transformation*

**Abstract:** *This community service initiative addresses the disparity between theoretical business education and practical industry application within the digital marketing sector. The project focused on Digital Agency with the initials “DC” as the subject of devotion, aiming to foster professional behavioral change and digital literacy within the student participant. The methods involved immersion in account management, lead generation, and professional event coordination over a single academic semester. The service resulted in the transformation of the student into a prospective business professional capable of managing high-profile client relations and navigating B2B/B2C marketing dynamics. Findings suggest that while individual professional development was successful, organizational efficiency requires decentralized structural changes and automated workflows to sustain community growth.*

---

### **Introduction**

The rapid growth of the digital economy in Indonesia requires a workforce that can bridge the gap between academic theory and real-world application (Swaramarinda et al., 2025). This community service project identifies a significant issue: students often lack the practical immersion needed to solve actual business challenges within a professional agency environment. The subject of this devotion is DC, a digital marketing agency with over 20 years of experience. The primary goal of this service was to facilitate a social change in the student’s professional attitude, which is transitioning from a student mindset to that of a professional manager. This initiative is supported by the need for students to fulfill 105 credit hours and engage in fieldwork to become meaningful contributors to the future workforce.

---

The primary goal of this service was to facilitate a social change in the subject's professional attitude (transitioning from a student mindset to that of a professional manager). By addressing DCs mission to provide education regarding digital marketing, the project aimed to improve workplace communication and identify operational bottlenecks within the agency. This initiative is supported by the need for students to fulfill 105 credit hours and engage in fieldwork to become meaningful contributors to the future workforce.

## **Method**

The community action planning process followed a structured Account Executive framework within the Project Managers division. The project was conducted over a duration of 16 weeks, providing sufficient time for deep professional immersion. The strategy for achieving professional transformation involved the direct involvement of the student intern in the agency's daily operations and community-building events. The activities were organized into the following stages.

To expand on the methodology, we can look at the specific actions taken to bridge the gap between academic theory and industry practice. The process began with lead acquisition and analysis, where social media platforms like LinkedIn and Instagram served as primary tools for identifying potential clients (Hidayat et al., 2022). By targeting 50 to 100 prospects daily, the initiative significantly expanded the agency's database, turning digital networking into a structured discipline for growth.

Moving into professional engagement, the focus shifted toward active outreach and communication with marketing decision-makers. This stage involved contacting business owners to discuss their specific digital challenges and successfully scheduling coordination meetings to address those needs (Yuniarti et al., 2024). This direct interaction was essential for transforming the student's mindset into that of a professional manager capable of navigating complex B2B and B2C dynamics (Storbacka & Moser, 2020).

Efficiency was further enhanced through digital tool integration, which streamlined the agency's internal and external operations. A specialized workflow was implemented using Google Calendar for organized scheduling, Retable for precise lead tracking, and Talenta for

---

managing labor and administrative tasks. These technical actions were vital in addressing operational bottlenecks and ensuring that professional etiquette was maintained through consistent follow-ups.

Finally, community organizing played a key role in developing leadership and decision-making skills. By working within the Event Division, the student participant took an active role in arranging timelines and engagement strategies for professional gatherings. This involvement not only improved workplace communication but also provided a firm basis for understanding how to manage high-profile presentations and coordinate diverse groups of participants.

## **Result**

The community service process resulted in a notable emergence of professional leadership and behavioral change. The subject successfully navigated the dynamics of client assistance, managing high-profile presentations for organizations. These technical actions directly addressed the community problem of maintaining customer retention and professional etiquette.

Key social changes included: (a) Behavioral Transformation: Overcoming initial discomfort in professional interactions through repeated engagement and mentorship; (b) New Leadership Skills: The subject moved from a passive role to an active decision-maker in the Event Division, coordinating event timelines and interactive elements for participants; and (c) Operational Awareness: Developing a deep understanding of B2B and B2C business processes, identifying that marketing methods across sectors share commonalities despite different targets (Hubbart, 2023; Tabassi et al., 2024; Neuhaus et al., 2022).

## **Discussion**

The findings demonstrate a clear link between organizational behavior theory and the actual dynamics of a digital agency. Specifically, the psychological components of attitudes (e.g., cognitive, affective, and behavioral), were transformed throughout the internship. However, the discussion also reveals a need for organizational transformation within the agency itself. A bottleneck was identified in the proposal approval process because a single

---

project manager oversaw nine account executives. While the intern adapted successfully, the agency's centralized structure limits overall community efficiency.

However, the discussion also reveals a need for social and organizational transformation within the agency itself. A bottleneck was identified in the proposal approval process because a single project manager oversaw nine account executives across three divisions. This centralized structure slows the community's efficiency. Therefore, a theoretical reflection suggests that for sustainable professional growth, the agency should adopt a more decentralized organizational structure to accelerate work across divisions.

## **Conclusion**

The community service initiative at DC effectively connected academic learning with the practical demands of the professional world for the participating student. This experience underscored the idea that deeply engaging with daily business routines serves as the most powerful method for developing professional communication and workplace etiquette.

To build on these results, the agency is encouraged to establish a formal and intensive induction process to help newcomers adapt more quickly to the professional environment. Furthermore, expanding the project management team would help resolve current bottlenecks and increase the speed at which proposals are approved. Finally, the agency could benefit from incorporating automated workflows into their current digital platforms, such as Retable, to decrease the manual workload on managers and ensure work moves more fluidly across different departments.

## **Acknowledgements**

The author extends sincere gratitude to the university and faculty supervisor for their academic support.

## References

- Hidayat, D., Fernando, E., & Pangaribuan, C. H. (2022). Understanding the factors influencing consumer purchase intentions via Instagram shopping feature. *Proceedings of 2021 International Conference on Information Management and Technology (ICIMTECH 2022)*, pp. 246–250. <https://doi.org/10.1109/ICIMTECH55957.2022.9915130>
- Hubbart, J. A. (2023). Organizational Change: The Challenge of Change Aversion. *Administrative Sciences*, *13*(7), 162. <https://doi.org/10.3390/admsci13070162>
- Neuhaus, T., Millemann, J. A., & Nijssen, E. (2022). Bridging the gap between B2B and B2C: Thought leadership in industrial marketing – A systematic literature review and propositions. *Industrial Marketing Management*, *106*(October 2022), 99-111. <https://doi.org/10.1016/j.indmarman.2022.08.006>
- Storbacka, K., & Moser, T. (2020). The changing role of marketing: transformed propositions, processes and partnerships. *AMS Review*, *10*, 299–310. <https://doi.org/10.1007/s13162-020-00179-4>
- Swaramarinda, D. R., Bin Isa, B., Puruwita, D., Faslah, R., Sebayang, K. D. A., & Adha, M. A. (2025). Preparing vocational students for the digital economy: Exploring the role of digital literacy, entrepreneurial agility, and digital entrepreneurship education. *Social Sciences & Humanities Open*, *12*, 101926. <https://doi.org/10.1016/j.ssaho.2025.101926>
- Tabassi, A., Bryde, D. J., Michaelides, R., Bamford, D., & Argyropoulou, M. (2025). Leaders, conflict, and team coordination: a relational leadership approach in temporary organisations. *Production Planning & Control*, *36*(6), 820–840. <https://doi.org/10.1080/09537287.2024.2313518>
- Yuniarti, Y., Aziz, M., & Gani, H. A. (2024). The impact of creative content on digital marketing effectiveness: A comprehensive analysis. *International Journal of Scientific*
-

*Research and Management, 12(3), 6179-6193.*  
<https://doi.org/10.18535/ijstrm/v12i03.em19>