

BAYU INDRA MAHADIKA

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Dalung Permai Street, MM2 No. 47, Kuta Utara, Badung, Bali, Indonesia

My name is Bayu Indra Mahadika (Male/23), someone who is interested about digital marketing, social media, and sports, with aspires to become a digital marketer, social media specialist, and sports analyst. Now, studying at Udayana University, majoring in Information Technology and have already been in eighth semester.

EDUCATION LEVEL

SMK Wira Harapan - Bali, Indonesia

Jul 2018 - Jun 2021

Vocational High School Software Engineering

Udayana University - Bali, Indonesia

Sep 2021 - Dec 2025 (Expected)

Undergraduate Information Technology, 3.70/4.00

WORK EXPERIENCES

Aiti Media - Bali, Indonesia

Feb 2025 - Apr 2025

Social Media Administrator

Working as a social media administrator at Aiti Media Digital Marketing Agency

- Managing 16 clients by posting feeds and stories, answering DM, and engaging between clients
- Create weekly and monthly reports for the insights (reach, impression, etc.) obtained on client accounts

Corporate Innovation Asia - Jakarta, Indonesia

Feb 2024 - Jun 2024

Digital Marketing

In carrying out internship program organized by Kementerian Pendidikan, Kebudayaan, Riset dan Teknologi (Kampus Merdeka: Magang dan Studi Independen Bersertifikat Batch 6) as digital marketer.

- Learn about digital marketing fundamental to advanced for 5 months
- Manage the social media UMKM with internet marketing and reached total up to 5000 engagement

Instagram Account @balibelongstome_ - Bali, Indonesia

Sep 2017 - Dec 2021

Social Media Administrator

Working as a social media administrator owned by myself, with an Instagram account @balibelongstome_ which focuses on Bali United Football Club.

- Post highlights after match by editing the video myself
- Post news from credible sources and up to date with a minimum target 1-3 post a week

ORGANIZATIONAL & VOLUNTEERING EXPERIENCES

SporTI 2022 - Bali, Indonesia

Apr 2022 - May 2022

Member of Secretarial Division

In carrying out the work program held by the Information Technology department, Faculty of Engineering, Udayana University, Bali named Information Technology Games & Sports Competition 2022 (SporTI 2022).

- Create & maintain an attendance sheet and official report of event
- Helping 50% of the secretary's work such as sending letters to several related parties

IT-ESEGA 2022 - Bali, Indonesia

May 2022 - Jul 2022

Member of Public Relations Division

In carrying out the work program held by the Information Technology department, Faculty of Engineering, Udayana University, Bali named Information Technology Electronic Sport Based On Excellent Games 2022 (IT-ESEGA 2022).

- Be responsive to serve all participants that related to questions and requests about the event
- Manage social media and live report the event

Badminton Udayana Student-Run Clubs 2023 - Bali, Indonesia

Jan 2023 - Dec 2023

Member of Public Relations Division

In carrying out the organization of Badminton Udayana Student-Run Clubs 2023.

- Manage social media, made some announcement, and live report routine badminton practice
- Be responsive to serve all participants that related to questions and requests about routine badminton practice

TFT 2023 - Bali, Indonesia

Feb 2023

Member of Event Division

In carrying out the work program held by the Faculty of Engineering, Udayana University, Bali named Tekno Futsal Tournament 2023 (TFT 2023).

- Create the tournament concept and control the event
- Become MC (Master of Ceremony), LO (Liaison Officer), runner, and time keeper

Assistant Lecturer 2023 - Bali, Indonesia

Mar 2023 - Jun 2023

Assistant of Database

In carrying out the Assistant Lecturer of Database 2023 in Information Technology department, Faculty of Engineering, Udayana University.

- Assisting and assessing assignments carried out by students
- Gave a pre-test, mid-test, and post-test for students

TGIF 2023 - Bali, Indonesia

Jul 2023

Member of Vendor Division

In carrying out the concert event named Thank God It's Festival 2023 (TGIF 2023) at Peninsula Island ITDC Nusa Dua, Bali.

- Prepare items need by event promoter and controls for several times
- The items needed are 10 units misty fan and 7 units air conditioner

Dies Natalis ke-61 Universitas Udayana 2023 - Bali, Indonesia

Sep 2023 - Oct 2023

Member of Caster Division

In carrying out the work program held by Udayana University, Bali named Dies Natalis ke-61 Universitas Udayana 2023.

- MC (Master of Ceremony), caster, and analyst e-sports: E-Football 2023
- Play by play with analysis the match (50% play by play, 30% analysis & report, and 20% education)

GDSC Udayana 2023 - Bali, Indonesia

Sep 2023 - Sep 2024

Member of Public Relations Division

In carrying out the organization of Google Developer Student Clubs Udayana 2023 (GDSC Udayana 2023).

- Manage social media, create some content, made some announcement, and live report the event
- Be responsive to serve all participants that related to questions and requests about the event

MotoGP Mandalika 2023 - West Nusa Tenggara, Indonesia

Oct 2023

Member of Vendor Division

In carrying out the motorsport event named Pertamina Mandalika Grand Prix of Indonesia 2023 at Pertamina Mandalika International Circuit, West Nusa Tenggara.

- Prepare items needed by event promoter and controls for several times
- The items needed are 75 units misty fan which are placed at several points around the circuit

OPPO Run 2024 - Bali, Indonesia

Nov 2024

Member of Registration & Start Finish Division

In carrying out the running event held by OPPO and Pandara Sports named OPPO Run 2024

- In registration, be the committee that carried out registration and gave race packs to 5700 runners
- In start finish, be the keeper of sub corrals to enter the starting line for the 5K, 10K, and 21K categories

Pica Rockin Run 2025 - Bali, Indonesia

Jul 2025

Assistant of Captain Course Marshal Division

In carrying out the running event held by Pica Fest and Pandara Sports named Pica Rockin Run 2025

- Assist the captain marshal in carrying out duties such as preparing needs and organizing 30 members
- Go around the event location, maintain the conduciveness of the crowd, and supervise to ensure it stays on track

SKILLS, ACHIVEMENTS AND CERTIFICATIONS

- **Languages:** Indonesia (Native) and English (Beginner)
- **Soft Skills:** Public Relations, Secretarial, Organization
- **Hard Skills:** Microsoft Office, Social Media Administrator, Fast Typing
- **Achievements** (2017): 2nd Place of Microsoft Word at 10th PNB IT Competition 2017
- **Achievements** (2019): 3rd Place of Free Fire at Fruittea Youth National Esports Championship 2019 Denpasar's Region
- **Achievements** (2023): 1st Place of Badminton at SporTI 2023
- **Certifications** (2020): Job Training Certification (Full Stack Developer)
- **Certifications** (2022): MongoDB Basic Course Certification
- **Certiftactions** (2023): MySkill Short Class: Digital Marketing (Fundamental, Copywriting, SEO, and Content Marketing)