

# FARAH S TAMBUNAN

## CONTACT



Mount Waverly, Victoria, 3149



0435456543



tambunanfarahshiba@gmail.com

## SKILLS

- Campaign development experience
- Market research expertise
- Sales strategy familiarity
- Promotions planning skills
- Communication skills
- Content Management
- Problem-solving
- Multilingual
- Knowledge of Microsoft Office
- Knowledge of Social Media Advertisement

## LANGUAGES

Indonesian: First Language

Indonesian:

C1

Advanced

English:

B1

Intermediate

A fresh graduate from business administration with an experience in digital marketing. A highly motivated and organized person. Also have an experience leading a team to achieve project goals. Looking for self development, new experience, and learning in a new environment.

## EXPERIENCE

November 2021 - Current

**Marketing Specialist *Annise Herbal***, Jakarta, Indonesia

- Research target market for company through social media (Instagram, Tik Tok, & E-commerce).
- Analyze company's overall digital marketing performance (target engagement, business issue, content style, etc.).
- Create project design to improve company's marketing performance
- Create concept idea for digital marketing content & timeline for content posting (softshell content & advertisement).
- Supervise content posting for company's social media.
- Maintain content posting and company's marketing performance.

October 2020 - Current

**Concept Designer *Freelance***, Jakarta, Indonesia

- Create company logo concepts according to client request
- Design concept for products labels, sticker, content, & copywriting.
- Design concept for products labels, sticker, content, & copywriting
- Plan work timeline for each project.
- Communicate with client for each project.
- Responsible to lead design team to achieve project goal.

## EDUCATION

2022

**Bachelor of Business Administration Social and Political Sciences**  
Padjadjaran University, Sumedang, JB