

Muhammad Hanif Riza Mubarak

PORTOFOLIO 2025



behance.net/muhammadhanif82



www.creativehanif.my.id

ABOUT ME!

Hi! Saya
**Muhammad
Hanif Riza
Mubarak**



Hi! i'm **Muhammad Hanif Riza Mubarak**, have a strong passion for a career in **marketing**, especially in **digital marketing**, **brand marketing**, **content marketing**, **marketing communication**. an individual with a high sense of **curiosity and learn new things** every day. enjoy with **challenges**, and this motivates me to overcome them, particularly in the **marketing world**. I am process-oriented and believe that a structured process leads to **growth and effectiveness**.



EDUCATION & EXPERIENCE



Senior High School 3

Sumedang **2019-2022**



Bachelor's degree | Management FEM

IPB University **2022-2026**



Intern Marketing Creative Officer

PT Roves Global Food **2023-2024**



Marketing Manager

Classy Studio **2024-2025**



Marketing Staff (Motion Graphic)

CDA IPB University **2023-2025**



Brand Marketing Intern

Exion Care Indonesia **2025-2025**



Event Activation BRImo

Bank Rakyat Indonesia **2025**

TOOLS & SKILLS

Hard Skills

- Copywriting
- Supabase Dev
- SEO Optimization
- Event Management
- Market Analysis
- Junior Front End Dev
- Data Interpretation
- Expert in Design & Video Editing

Soft Skills

- Good Communication
- Time Management
- Fast Learner
- Adaptability
- Critical Thinking
- Task Planner
- Creative Thinking

Tools



WORK EXPERIENCE

Event Activation Intern

Bank Rakyat INDONESIA

Sep 2025–Des 2025

About Company



Event Activation BRImo is responsible for planning and executing on-ground and experiential marketing activities to increase brand awareness, user engagement, and app adoption. This role ensures that every activation delivers a meaningful brand experience by communicating BRImo's digital banking features in an engaging, relevant, and impactful way to target audiences.

job description and achievements

- Initiative to create animated video explaining the program at Regional Office and Branch Office to implement the event program ,
- Conduct monitoring and initiatives to assist event programs to increase sales volume and monthly active users for the use of the BRImo app up to 90% ,
- Become +5 event supporting Person in Charge to implement on booth programs with KPI monthly active users and sales volume above 80% ,
- Create 10+ KV branding program as a supporting communication media on the booth.

Dokumentation



Brand Marketing Intern

EXION CARE INDONESIA

May 2025–August 2025



About Company

Exion Care is a beauty and health company offering a variety of natural products, primarily herbal teas, which are claimed to aid weight loss, detoxification, and skin health. Their products, such as Exioncare Slimming Tea, are available in various variants, including the Purple Series and the Gold Series, each with distinct benefits.

Job Description and Achievements

- Analyze the strengths and weaknesses of the Exion Care brand and make an assessment that **focuses on the nature of B2B partner collaboration**.
- Successfully conducted 20 brand analyses** and **initiated 5 potential brands** for collaboration
- Communicate and work in a team to **discuss brand analysis results**
- Conduct pitching and presentations to superiors for analysis results and brand **collaboration overview**

Dokumentation

Category	Description
Kategori	Kategori ini mencantumkan beberapa kategori umum yang relevan dengan analisis merek dan kerja sama bisnis. Misalnya, Analisis Produk, Analisis Pasar, Analisis Kompetitor, dan Analisis Internal.
Analisis Produk	Analisis produk yang fokus pada karakteristik produk, penilaian nilai jual, dan analisis potensi pengembangan produk di masa depan.
Analisis Pasar	Analisis pasar yang melibatkan pemahaman tentang tren pasar, demografi pembeli, dan faktor-faktor eksternal yang mempengaruhi permintaan dan penawaran.
Analisis Kompetitor	Analisis kompetitor yang melibatkan pemahaman tentang strategi dan kelebihan/kekurangan pesaing, serta analisis potensi kerjasama atau persaingan langsung.
Analisis Internal	Analisis internal yang melibatkan pemahaman tentang sumber daya, kapasitas produksi, dan kondisi finansial perusahaan.
Kesimpulan	Kesimpulan analisis merek berisi kesimpulan mengenai posisi perusahaan dalam industri, serta rekomendasi untuk strategi bisnis di masa depan berdasarkan hasil analisis yang dilakukan.



Marketing Manager

CLASSY STUDIO

Des 2024-May 2025

About Company

Classy

Classy Studio is a startup company providing digital content in the form of commercial videos, photography, and motion graphic videos.

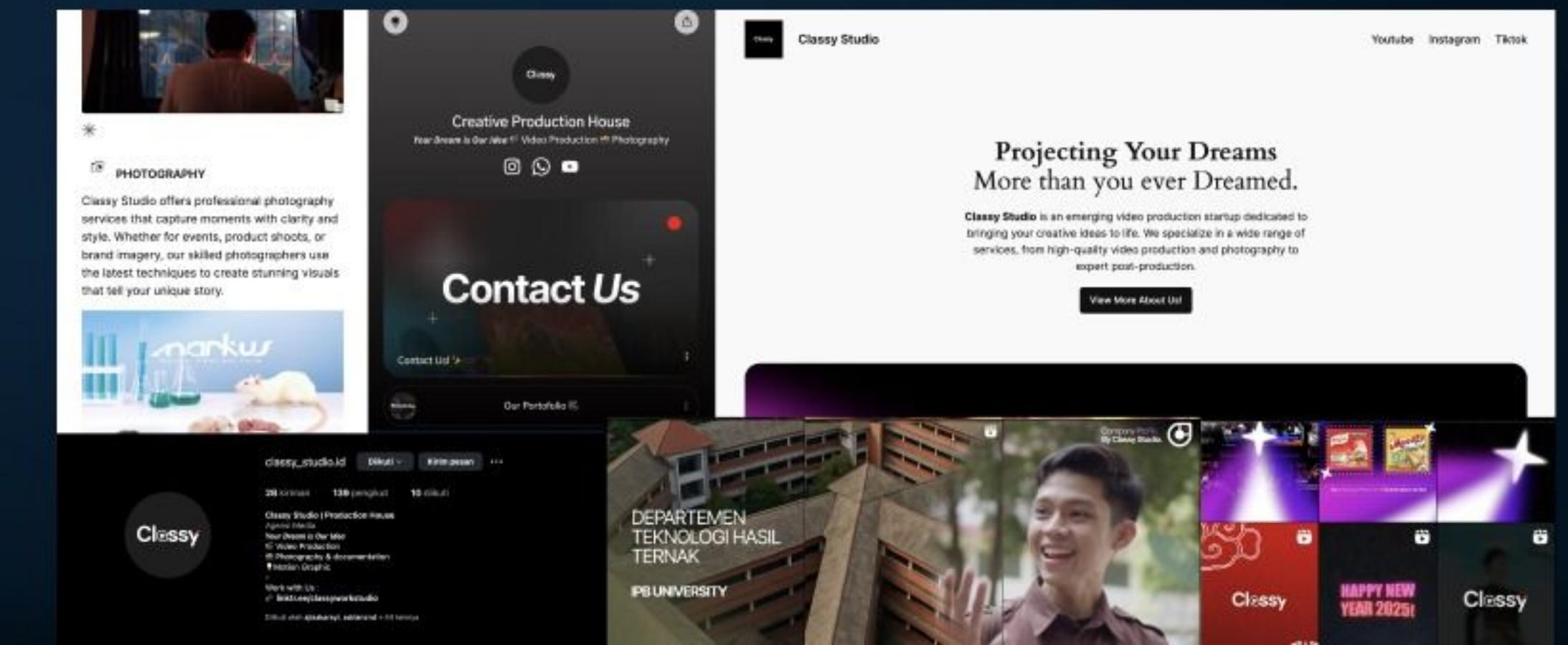
Our Client



Job description and achievements

- Initiated and produced 18+ multimedia content pieces distributed across YouTube Shorts, TikTok, and Instagram, boosting brand visibility
- Designed and implemented team workflow management through custom-built Excel systems with 5 operational templates for production scheduling, task tracking, and performance monitoring
- Surpassed monthly revenue targets with a February profit of IDR 18 million+ and a total 5-month revenue exceeding IDR 30 million
- Initiated and led the development of a digital marketing ecosystem, including: Company website creation, Service portfolio integration across 5+ marketing platforms Centralized linking system for customer engagement and lead generation

Dokumentation



CAREER DEVELOPMENT AND ASSESSMENT IPB UNIVERSITY

Sep 2023–July 2025



About Company

Sub-directorate under (DPPKHA) Direktorat Pengembangan Karir, Kewirausahaan dan Hubungan Alumni which focuses on **career development and entrepreneurship** of IPB University students.

job description and achievements

- Created over **150+ motion graphic content for social media and event**, increasing online engagement and brand consistency
- Achieved **1M+ views on Instagram** through strategic content creation and audience-oriented design
- Spearheaded **video innovation and visual upgrades for key program content**, such as Career Inspiration Online (CIO)
- Managed timelines and completed 30+ short-form video projects** within tight deadlines
- Played an integral role in organizing **4 large-scale job fair events**, contributing to the success of **events attended by 15,000+ participants**
- Collaborated with the event and communication team** to develop digital assets and promotional materials for job fairs and student career events

Dokumentation



Marketing Intern

PT ROVES GLOBAL FOOD

Sep 2023–Jan 2024



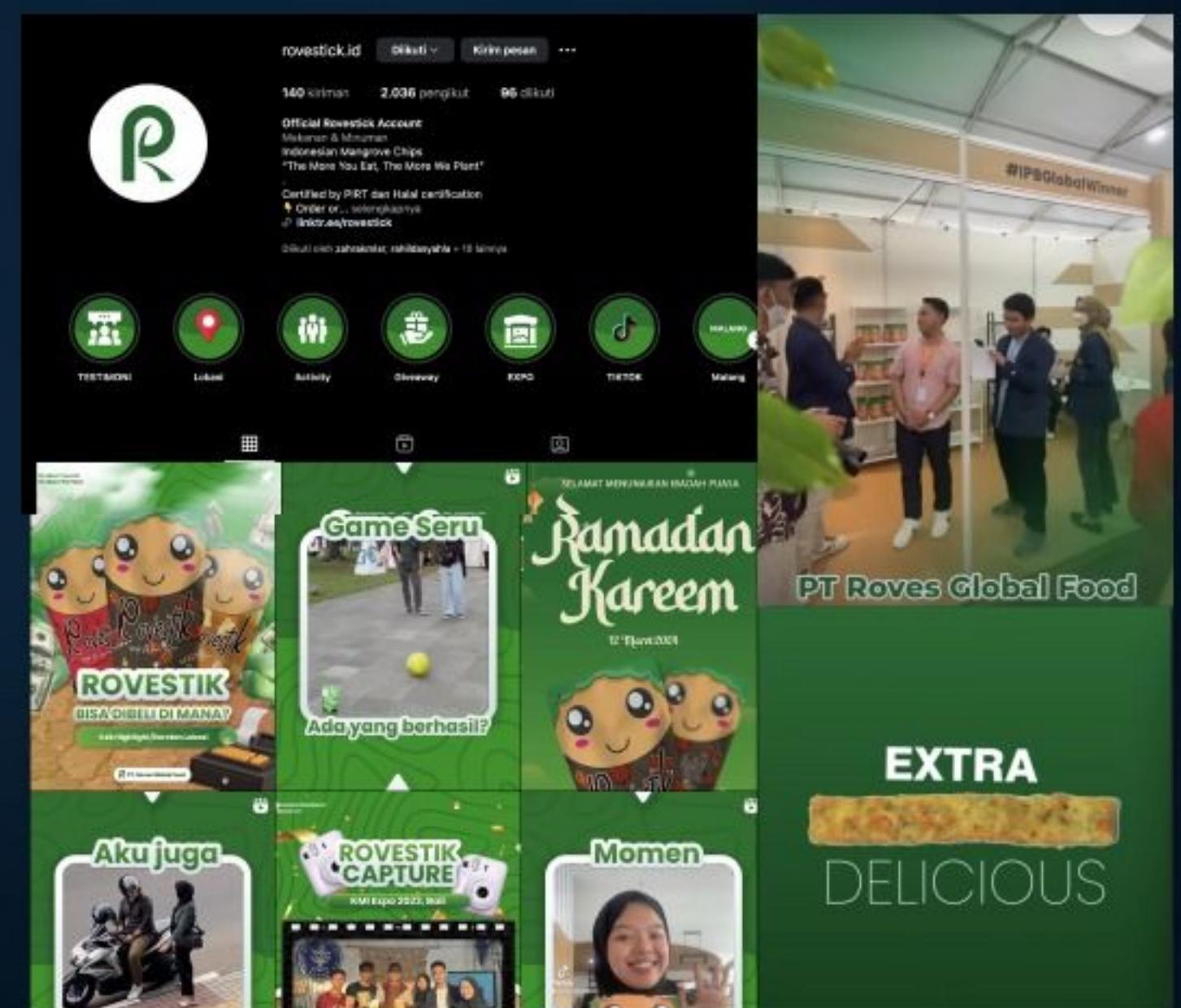
About Company

PT Roves Global Food is an innovative food company committed to **creating sustainable and meaningful snack products**. Our flagship brand, **Rovestick**, is a mangrove-based processed snack that not only offers a delicious and unique taste, but also **carries a mission to give back to nature**.

job description and achievements

- **Initiating a new campaign** for Instagram social media looks and company social media dissemination with a focus on increasing search engine visibility.
- Initiated and developed **a unique product review Reels concept**, resulting in high engagement on social media platforms
- Successfully **improved social media interest and reach** by implementing innovative short-form video strategies
- Participated in direct product sales at the Agribusiness Bazaar, **achieving 50+ units sold**
- **Contributed to brand storytelling** through **visual content aligned** with the company's social mission

Dokumentation



PROJECT EXPERIENCE

Marketing Team

ORANGE FEM 2024

Feb 2024–August 2024



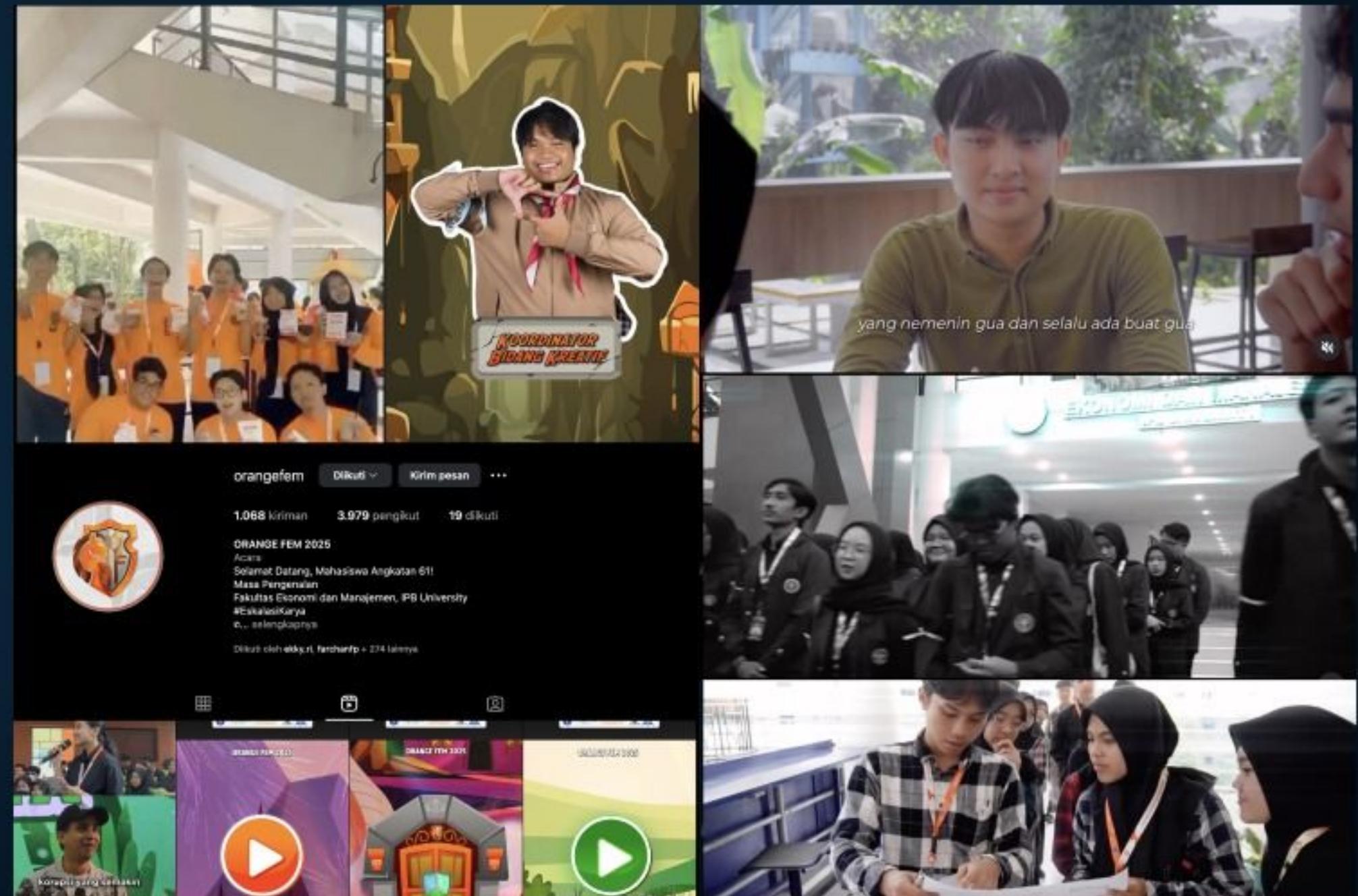
About Company

ORANGE FEM is a **mega project for introducing new students** of the Faculty of Economics and Management who will **enter the faculty in semester 3 in 2024**

Job description and achievements

- Initiated a **video and animation movie concept** that **increased the satisfaction of new students by 80%**, and implemented a directorate for **supervision and quality control**.
- Created a **workflow with a 70% efficiency rate compared** to the previous year and implemented it across several divisions.
- **Successfully coordinated between 2 divisions**, namely **multimedia**, and successfully directed **80+ video and design content outputs**
- Successfully directed the division with a good schedule management system with a target of achieving **100% event satisfaction**
- Upgraded the team for each division 2x with a priority of **85% implementation success**

Dokumentation



Marketing Team

IPB JOB FAIR 2025 V1

Jan 2025–June 2025



About Company

IPB JOB FAIR 2025 is an annual career fair organized by DPPKHA to connect graduates and students with leading companies. The event aims to bridge the gap between job seekers and employers and provide insight into the professional world.

Job description and achievements

- Initiated the concept and produced creative bumper videos for the opening and closing of the IPB Job Fair, creating a strong visual identity for the event.
- Actively participated in the marketing team to disseminate partnership proposals. Successfully achieved a 70% acceptance rate from all contacted companies, significantly contributing to the event's success.
- Designed and implemented a comprehensive digital campaign strategy. Coordinated with various parties, including faculty, student executive boards (BEM), and student business units (UKM), to ensure the widespread and effective dissemination of event information.
- Fully responsible for the design visualization for all digital promotional materials, including social media posts, aimed at attracting participation and increasing audience engagement.

Dokumentation



Marketing Team

IPB JOB FAIR 2024 V2

Aug 2024–Des 2024



About Company

IPB JOB FAIR 2024 is an annual career fair organized by DPPKHA to **connect graduates and students with leading companies**. The event aims to bridge the gap between job seekers and **employers and provide insight into the professional world**.

Job description and achievements

- **Initiated the concept and produced creative bumper** videos for the opening and closing of the IPB Job Fair, creating a strong visual identity for the event.
- **Actively participated in the marketing team** to disseminate partnership proposals. Successfully achieved a **70% acceptance rate from all contacted companies**, significantly contributing to the event's success.
- **Designed and implemented a comprehensive digital campaign strategy.** Coordinated with various parties, including **faculty**, student executive boards (**BEM**), and student business units (**UKM**), to ensure the widespread and effective dissemination of event information.
- **Fully responsible for the design visualization** for all digital promotional materials, including social media posts, aimed at attracting participation and **increasing audience engagement**.

Dokumentation



Marketing Team

IPB JOB FAIR 2024 V1

Feb 2024–June 2024



About Company

IPB JOB FAIR 2024 is an annual career fair organized by DPPKHA to **connect graduates and students with leading companies**. The event aims to bridge the gap between job seekers and employers and provide insight into the professional world.

Dokumentation



job description and achievements

- **Initiated the concept and produced creative bumper** videos for the opening and closing of the IPB Job Fair, creating a strong visual identity for the event.
- **Actively participated in the marketing team** to disseminate partnership proposals. Successfully achieved a **70% acceptance rate from all contacted companies**, significantly contributing to the event's success.
- **Designed and implemented a comprehensive digital campaign strategy**. Coordinated with various parties, including **faculty**, student executive boards (**BEM**), and student business units (**UKM**), to ensure the widespread and effective dissemination of event information.
- **Fully responsible for the design visualization** for all digital promotional materials, including social media posts, aimed at attracting participation and **increasing audience engagement**.

Marketing Team

MPKMB IPB 60

Apr 2023–August 2023



About Company

MPKMB IPB 60 is an annual **new student orientation event** organized by the IPB Directorate of Student Affairs to introduce new students to the campus environment, IPB values, and academic and non-academic systems. This event aims to help students transition from school to university and foster a sense of community among them.

Job description and achievements

- Make over 30+ Project Videos within 2 months of works,
- Handled +5 Requested Project Videos from other division,
- Handled Opening & Closing show ceremony MPKMB 60 animations
- Realize +4 Mega Project Videos for 4000+ new students of IPB University
- Script Writer & Editor in several video project and make +15k Views on MPKMB IPB 60 Youtube
- Operating the Sony PXW-Z280 livestream camera for more than 5 hours with an audience of 4000+ new students
- Successfully broadcast livestream results with proper camera operation

Dokumentation



LET'S CONNECT

Muhammad Hanif Riza Mubarak

 [muhammadhanifrizamubarak](#)

 [behance.net/muhammadhanif82](#)

 [instagram.com/muhammadhanifrizam](#)

 mhanifrizma@gmail.com

 www.creativehanif.my.id

 +628996939944