



MUHAMMAD HANIF RIZA MUBARAK

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kebon kelapa street, parigi

I am interested in digital and brand marketing because I possess strong critical thinking, creative thinking, and problem-solving skills. I am also skilled in motion graphic animation and video editing, which allows me to significantly contribute to the development of engaging and effective marketing content.

Work Experiences

BRI (Bank Rakyat Indonesia) - Jl. Bendungan Hilir, Jakarta Selatan

Sep 2025 - Nov 2025

BRImo Event Activation

- 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
- Become 5 supporting Person in Charge to implement on booth programs with KPI monthly active users and sales volume above 80%
- Create 5+ KV branding program as a supporting communication media on the booth

Exion Care Indonesia - Jakarta

Jun 2025 - Aug 2025

Brand Marketing Intern

- Analyzed and evaluated over 20 potential brand partners to identify strategic collaboration opportunities.
- Successfully shortlisted and selected 5 high-potential brand partners based on a thorough Brand Fit Analysis.
- Developed comprehensive partnership campaign strategies utilizing the 4P (Product, Price, Place, Promotion) marketing mix.
- Designed effective marketing communication funnels using the AIDA (Attention, Interest, Desire, Action) framework to maximize campaign impact.
- Calculated and negotiated Barter Value to ensure mutually beneficial partnership agreements.

CDA IPB - Dramaga, West Java

Sep 2023 - Aug 2025

Motion Graphic Designer

a sub-directorate under DPPKHA which focuses on career development and entrepreneurship of IPB University students

- 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

Classy Studio - Bogor, West Java

Dec 2024 - May 2025

Founder/CMO

A business engaged in the production house sector, preparing digital products for consumers.

- 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: 1. Company website creation 2. Service portfolio integration across 5+ marketing platforms 3. Centralized linking system for customer engagement and lead generation

PT Roves Global Food - Bogor, West Java

Sep 2023 - Jan 2024

Marketing Intern

Rovestick is a processed food product made from mangroves, created not only with a delicious taste, but also with an interesting story to help donate sales proceeds for replanting mangroves in several coastal areas.

- 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

Education Level

Institut Pertanian Bogor - Dramaga, Jawa Barat

Jul 2022 - Jul 2026 (Expected)

Organisational Experience

ORANGE FEM 2024 - Dramaga, West Java Feb 2024 - Aug 2024

Creative Field Coordinator

is an introductory event for the Faculty of Economics and Management at IPB University

- Successfully coordinated between 2 divisions, namely multimedia, and successfully directed 200+ 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

WAPEMALA Sumedang - Sumedang, West Java Jan 2025 - Jun 2025

Head Media Branding

Regional organizations at IPB University come from the Sumedang area

MPKMB IPB 60 - Dramaga, West Java Apr 2023 - Aug 2023

Media Staff

Committee for the introduction of new IPB students class of 60

- 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

The 8th Management Euphoria X SimInvest - Dramaga, West Java Feb 2023 - Sep 2023

Media Staff

The 8th Managemenet Euphoria IPB Is a competition event held by the management department of IPB University.

- Created +3 Mockup Design for Committee dress code
- Handled 3 Mega video product for the event
- Become an operator who works together with the sponsor team to be able to run operations well which was attended by more than 1500 participants

ORMAWA EKSEKUTIF PKU - Dramaga, West Java Jan 2023 - Sep 2023

ADKESMAH Staff/Media Coordinator

is a BEM organization with the scope of PPKU in semesters 1 and 2

- Lead +2 Adkesmah staff to learn to use figma editing software and succeeded in creating more than 150+ feeds in 5 months
- Template maker for all Adkesmah Feeds & Story on Social Media
- Succeeded in increasing Adkesmah Instagram social media followers by 5000+
- Created +12 Video Project, Posted on instagram

Skills, Achievements & Other Experience

- **1st place winner of the 2023 LPS Creative Short Video competition (2023):** LPS Indonesia
- **2nd place winner of the 2023 Indosat National Short Video Competition (2023):** Narasi x Indosat
- **3rd place winner of the 2024 Student Digital Innovation Competition (LIDM) Education Digital Video Division (2024):** KEMENDIKBUD