



LAZUARDI DIMAS PRASETYO

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Bandung/Bogor, Jawa Barat

A dedicated Management undergraduate (GPA: 3.89/4.00) with a strong passion for digital marketing, graphic design, and social media content development. Certified in Digital Marketing by BNSP, with hands-on experience as a social media specialist, UI/UX designer, and organizational leader. Proven success in growing social media engagement, designing content strategies, and collaborating with teams to execute impactful campaigns. Known for strong communication, critical thinking, and multitasking abilities.

Education Level

Universitas Pendidikan Indonesia - Bandung, Indonesia

Aug 2021 - Oct 2025

Bachelor of Management, 3.89/4.00

- Take part in student organizations and activities on campus.
- Received a mandate to design the Study Program's social media account.

SMAN 4 Bogor - Bogor, Indonesia

Jul 2018 - Jul 2021

High School Diploma in Social Science, 87.56/100.00

- Being part of organizations and extracurricular activities.
- Became top 15 in a parallel ranking of 90+ students.
- Participated in the Economics Olympiad at the national level.

Projects

Freelance

Jun 2024 - Present

Graphic Designer

- Successfully completed 50+ freelance design projects
- Skilled in using Figma and Canva
- Collaborated directly with clients

MicroMentor - Bandung, Indonesia

Nov 2022 - Present

Mentor

MicroMentor is a platform for MSMEs to meet with mentors to discuss their business.

- Successfully mentored 3 MSMEs on MicroMentor platform.

Manifest - Bandung, Indonesia

May 2022 - May 2024

Senior Editor

Manifest is a digital magazine published by the Management Student Association UPI on Instagram.

- Successfully got 10k+ engagements on Instagram.
- Successfully published 30+ e-magazines.
- Successfully collaborated with other e-magazine.

Daegun Mang Aip - Bandung, Indonesia

Sep 2022 - Dec 2022

UI/UX Designer

A project from the Management Information Systems course where we upgraded MSMEs to become digital.

- Successfully created UI/UX Design for Daegun Mang Aip mobile application.
- Successfully created DFD of Daegun Mang Aip.

HappoHappySoap - Bandung, Indonesia

Feb 2022 - Jun 2022

Social Media Specialist

A project from the consultancy project course where we build a business and are mentored directly by entrepreneurs.

- Successfully created a content planner.
- Successfully planned, created, published and shared 10+ contents on Social Media.
- Successfully collaborated with sales and marketing teams to create social media campaigns.

Organisational Experience

Ikatan Mahasiswa Management (IMAGE UPI) - Bandung, Indonesia

Mar 2023 - Mar 2024

Manager of Design Bureau Sponsorship

- Successfully created 10+ sponsorship proposals and attracted 10+ companies to fund.

- Successfully managed 10 members.
- Successfully improved members design skills.

Ikatan Mahasiswa Management (IMAGE UPI) - Bandung, Indonesia

Mar 2022 - Mar 2024

Coordinator of Multimedia

- Successful in making Instagram content planner @Imageupi
- Successfully created 350+ posts on Instagram @Manajemenupi and @Imageupi
- Successfully added 1k+ Followers on Instagram @Manajemenupi and @Imageupi

Ikatan Mahasiswa Management (IMAGE UPI) - Bandung, Indonesia

Mar 2022 - Mar 2023

Staff of Science and Communication

- Successfully became the Chief Organizer of IMAGE Training Graphic Design with 200+ participants attending.
- Participated in 25+ Committees.

Majelis Permusyawaratan Kelas - Bogor, Indonesia

Aug 2018 - Aug 2021

Staff of Commission 3

- Supervise the performance of the student council management.
- Monitoring and evaluating of 30+ student council members behavior.
- Conveying aspirations from students in the classroom.

Skills, Achievements & Other

- **Achievements:** Top 10 Finalist Business Plan Competition UNISBA (2022) | Indonesian Science Olympiad participants in the field of Economics (2021) | Education EXPO & Science Olympiad (EXSCO USU) participant in the field of Economics (2020)
- **Soft Skills:** Critical Thinking | Multitasking | Communication | Leadership | Team & Individual | Problem Solver
- **Hard Skills:** Graphic Design (Intermediate) | Photography (Intermediate) | UI/UX Design (Intermediate) | Video Editing (Basic)
- **Languages:** English (Intermediate) | Bahasa Indonesia (Native)