

MUHAMMAD HAFIDZ AGUNG TRIANTO

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SUMMARY

A 4th-semester Digital Business student at UPN "Veteran" East Java with a 3.88 GPA and a proven track record in project management and executing impactful digital marketing strategies. Skilled in data analysis (Power BI), e-commerce web development (HTML, CSS, JS), and financial analysis. Eager to apply content management and technical skills to contribute significantly as a member of a Digital Marketing team.

EDUCATION

UPN "VETERAN" EAST JAVA

Surabaya, Indonesia

Bachelor of Digital Business

2023 – Present

- Current GPA: 3.88/4.00
 - Relevant Skills & Coursework: E-commerce Web Development (HTML, CSS, JavaScript); Data Analysis & Visualization (Power BI); Financial Statement Analysis & Balance Sheet Preparation.
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PROJECTS

REINTH BAND – SINGLE "MANGATA"

August 2024 - June 2025

Manager & Digital Marketer

- Designed and implemented integrated digital marketing strategy achieving 1000+ Spotify listeners and 1800+ YouTube Music listeners within 2 months, exceeding initial target by 150%
- Developed music video concept from brainstorming to post-production resulting in 1500+ YouTube views with 8.5% engagement rate and 95% audience retention
- Managed 3-month project timeline with 5,000,000 IDR budget ensuring all deliverables completed on schedule and reduced marketing cost by 40% through strategic organic content approach
- Directed artwork design and promotional materials creation maintaining consistent brand identity across 5+ digital platforms, increasing brand recognition by 200%
- Coordinated cross-functional team of 4 members including musicians, videographers, and designers to ensure project quality and timeline adherence

UNIVERSITY PROJECTS

MARKETPLACE E-COMMERCE PLATFORM

Dec 2024

- Led 4-person development team in creating responsive e-commerce website using HTML, CSS, JavaScript, and MySQL database
 - Implemented advanced features including user authentication, shopping cart functionality, and payment gateway integration
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ORGANIZATIONAL EXPERIENCE

DIGITAL BUSINESS STUDENT ASSOCIATION (HIMA) UPNVJT

Aug 2024

Event Committee Staff – IMPROBID

Coordinated 8-person organizing committee in planning and executing student orientation event for 100 participants with 98% attendance rate

- Developed comprehensive event rundown and risk management protocols, successfully mitigating 3 major logistical challenges during execution
 - Implemented real-time problem-solving strategies for venue and equipment issues, maintaining event schedule with zero delays
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ADDITIONAL SKILLS

- **Marketing & Management:** Social Media Management (YouTube), Metrics Analysis (Spotify, YouTube), Creative Content Marketing, Creative Project Management, Event Management, Problem Solving.
- **Creative & Technical:** Graphic Design (Canva), Video Editing (CapCut), E-commerce Web Development (HTML, CSS, JavaScript), Microsoft Office.
- **Analysis & Finance:** Data Analysis (Power BI), Financial Statement Analysis, Balance Sheet Preparation.
- **Soft Skills:** Critical thinking and analysis, Creative solution development, Risk assessment and mitigation
- **Certifications & Training:** Participant, "Essential Digital Marketing Tips for Content Creators!" - Slice Webinar (October 2024).