



# Muhamad Novreysa

## Community Manager & Marketing



### Skill



WordPress



Microsoft Excel



Microsoft PowerPoint



Microsoft Word



Canva



Figma



### Education



**Universitas Pelita Bangsa**

**Bachelor of Digital Business**

2022-Now • 3.9/4 GPA

#### Aktivitas

- Field Trip UMKM Subang 2023
- Lomba ESCA (Embrace Student Creativity) UNSOED 2023



### Language

- Indonesia - Native
- English - Medium



#### Telepon

+62 895 0644 6413



#### Alamat

Bekasi, West Java, Indonesia



#### Email

Muhammadnovreysa@gmail.com



#### Telegram

t.me/novreysa



### Profil

I am an active student in Digital Business at Pelita Bangsa University with a special interest in blockchain technology. I am committed to combining my business knowledge with technological capabilities to achieve success in the future. I have a passion for learning and growing, and enjoy working in teams to achieve common goals.



### Work Exprience



#### Community Manager

Feb 2024 - Now

- Created L2E content concepts for each project that doing launchpad.
- Building a community for Indonesia
- Increased 10% launchpad participants from Indonesian users
- Always helps solve consumer problems.



#### Marketing

Sept 2023 - Now

- Successfully hosted an AMA event
- Organizing trading competitions with Bitget (BA : Lionel Messi) and bybit.
- Collaborating in terms of partner listing with 3 CEX



#### Head Of Marketing

Jan 2020 - Feb 2021

- Successfully hosted an AMA event with 30+ projects
- Collaborating with 2 exchanges from the top 5 CEXs
- Organizing campaign events with participant consistency reaching +2000



#### Manager Indonesian & KOL

Mei 2020 - Okt 2020

- Increased in-app users by 27%
- Indonesia rank 1st in the country with the most app users.
- Create KOL content with YouTubers and influencers.
- Video content reaches over 100,000+ viewers



#### Support Community

Januari 2019 - Mei 2019

- Successfully grew and maintained an active community.
- Provided timely support and assistance to community members.
- Educated community members about the project and related topics