



SURYO BAGASWORO

081311064808 | suryobagas08@gmail.com | www.linkedin.com/in/suryo-bagasworo

Bekasi, Indonesia.

Gadjah Mada University graduate with GPA of 3.48/4.00 with a great passion and knowledge at Digital Marketing section. Having a vast working experience especially at marketing division, currently working as a Jr. KOL Specialist. An adaptive, communicative, detail-oriented, creative and innovative person. Incredibly suited for elevating businesses into higher levels through a detailed and efficient work.

Education Level

Universitas Gadjah Mada - D. I. Yogyakarta, Indonesia.

Aug 2019 - Nov 2023

Bachelor of Animal Science and Livestock Industry, 3.48/4.00

- Focusing on Department of Social and Economic.
- Focus of Study: Agrobusiness Management, Community Development, Consumer Behavior and Livestock Product Marketing

Work Experiences

PT Vosfoyer Rumah Kreasi - Jakarta, Indonesia.

Mar 2024 - Jun 2024

Creative Campaign/KOL Intern

Comprehensive creative consultant, focusing on creating marketing strategies responding to the client's needs.

- Brainstormed with team members to invent creative campaign strategy for brand marketing needs.
- Successfully generated and maintained 3 campaigns, all of them exceeded agreed KPI.
- Researched, contacted and negotiated with KOL to establish best deal of agreement and prices.
- Managed communication and content brief with Key Opinion Leaders, handling a large database of KOL with 50+ KOL to brief.

HongKong Yinta Tech - Jakarta, Indonesia.

Aug 2024 - Present

Jr. KOL Specialist

A tech company with global reach which headquartered in Shanghai, it operates eight brands and has subsidiaries in China and the U.S.

- Scouted and maintained collaboration with over 2000+ US KOL's for the YITAHOME Furniture brand.
- Provided content brief and coordination to KOL's, successfully generating over 100.000\$ sales through collaboration.
- Designed posters and infographics to streamline communication within the YITAHOME KOL Community group.
- Arranged administration for contract, payment and other needs for KOL collaboration utilizing Microsoft Excel and similar software.

Organisational Experience

FORKOMASI (Forum Komunikasi Mahasiswa Bekasi) - Bekasi, Indonesia.

Oct 2019 - Jan 2020

Staff of Publication, Documentation and Decoration

Regional organization of students domiciled in Bekasi City or Province at Yogyakarta, holding events and tryouts for students.

- Developed and maintained social media account of FORKOMASI UGM.
- Achieved 20% increase of both engagement and followers on FORKOMASI's Instagram Account.
- Crafted content calendar while also creating content for Instagram feed, story and promotional posters and banner.

Student Community Service (KKN) - Tasikmalaya, West Java.

Dec 2022 - Feb 2023

Vice-president of Publication, Documentation and Decoration (PDD) Division

Organization containing 30 people, existed in order to create programs to elevate local residents prosperity and autonomy.

- Maintained an effective content calendar for content creation, to ensure timely and relevant posting.
- Created captions and copywriting for the content of the official KKN Bojongsambir account.
- Created content for the official account of KKN Bojongsambir Tasikmalaya region such as videos, post and reels for Instagram.

Skills and Certifications

- **Soft Skills:** Creative, Adaptive, Communicative, Time Management, Initiative and Detail-oriented.
- **Hard Skills:** Microsoft Office (Excel, Word and Powerpoint), Google Spreadsheets, Canva, Adobe (Photoshop & Premiere Pro), Social Blade, Hype Auditor and Google Trends.
- **TOEFL** 📄 (2023): Certifications of TOEFL Test by englishvit with the score of 557 (Expert).
- **KOL Marketing** 📄 (2024): Certifications received upon completing KOL Marketing short class by GreatEdu.
- **Intro to Digital Marketing** 📄 (2024): Certifications received upon completing Intro to Digital Marketing Mini Course by RevoU
- **Intro to Digital Marketing** 📄 (2024): Certifications received upon completing Intro to Digital Marketing Short Class by MySkill.
- **Social Media Management** 📄 (2024): Certifications received by completing Social Media Management Course by Tempat Belajar.
- **Mini Bootcamp: KOL Management** 📄 (2024): Certification received by completing a Bootcamp: KOL Management by Digital Skola