

# RANGGA ARCH' DEISSA MURTI

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## Summary

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I am a 6th semester student at LSPR Institute of Communication and Business majoring in Communication Science with a focus on Marketing Communication. By having high curiosity, great responsibility, as well as persistence and enthusiasm in doing the assigned tasks, it makes myself a person who will continue to grow and be able to contribute to the success of the place/organization I am in.

## Education Level

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**LSPR Communication & Business Institute - Jakarta, Indonesia.**

Sep 2021 - Jul 2025 (Expected)

*Undergraduate In Marketing Communication, 3.45 / 4.00.*

*Area of interest : Social Media, Marketing Communication & Event.*

## Project Experiences

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### Event Planner | LSD.Eo

*Founder, Team Leader*

- Negotiate with Lobby Sky Avenue regarding business deals.
- Become a team leader in the event that will be held.
- Planning the event that will be held.
- Develop marketing strategies through Instagram social media and contribute in creating content and posting schedules.
- Responsible for the needs during the event and ensure the event runs smoothly.
- Being the contact person with the talents who collaborate.
- Successfully obtained a profit of Rp 8,000,000 - Rp 12,000,000 for the organization.
- Successfully achieved the target where all tables in the venue were successfully reserved.

Nov 2019 - Jan 2020

### E - Commerce Business | Fastpaconsign

*Founder, Team Leader*

- Be a business leader and responsible for the success and reputation of the business.
- Develop marketing strategies through Instagram social media and contribute in creating content and posting schedules.
- Become the contact person between the seller of goods and the owner of the goods either through whatsapp or instagram direct messages.
- Responsible for packaging and shipping products to all parts of Indonesia through freight forwarders to ensure customer satisfaction.
- Successfully sold more than 4 types of products for 1 month with a net turnover of income for the organization of IDR 400,000 - IDR 600,000 per month.
- Successfully gained more than 700+ organic followers for 9 months.

Apr 2021 - Des 2021

## **E - Commerce Business | Dsmn. Jkt**

*Founder, Team Leader*

- Be a business leader and be responsible for the success and reputation of the business.
- Develop marketing strategies through Instagram social media and contribute to content creation and posting schedules.
- Be the contact person for customers.
- Contribute to the design of clothing models.
- Serve as a quality control for the products that have been produced.
- Responsible for packing and shipping products to the Jabodetabek area through direct delivery (COD) and freight forwarding services.
- Successfully sold 50 products from the target of 50 products in the first pre-order.
- Successfully sold 92 products out of a target of 125 products in the second pre-order.

Sep 2021 - Jan 2022

## **LSPR Theater | Delilah**

*Leader Stage Manager, Assistant Sound Designer*

- Manage the entry and exit of the theater cast.
- Ensure that the equipment needed during the theater is fulfilled.
- Conceptualize the stage design.
- Liaise between the director, property team and marketing team.
- Assist the lead sound designer in preparing the music needed in the theater such as editing and also finding music that is relevant to the theme of the theater.

Des 2021 - Jul 2022

## **Kejora LSPR Cup**

*Social Media Officer*

- Responsible for creating the required social media content design.
- Serve as the documentation section during the event.

Mar 2022 - Sep 2022

## **Community Development | Setengah Porsi**

*Leader Event Program Team, Leader PIC Tenant*

- Responsible for planning, organizing and implementing event programs. (Pre-Event) May 2024 - Jul 2024 (Expected)
- Ensure all aspects required for the continuity of the event program run smoothly and in accordance with the plan. (Pre-Event)
- Become an information center for tenants during the bazaar. (Main-Event)
- Be in charge of all tenants participating in the bazaar that will be held. (Main-Event)

## **Certificate**

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### **Aptis ESOL Certificate British Council**

- Final Scale Score 136/200
- Overall CEFR Skill Profile B2 (*Upper-Intermediate*)

May 2024

## Skills, Achievements & Other Experience

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- **Soft Skills** : Leadership, Communication, Critical Thinking, Teamwork, Cooperation, Problem-Solving, Negotiation
- **Hard Skills** : Marketing Communication, Social Media Strategy, Strategic Planning, Content Planning, Copywriting, Digital Marketing, Design Skills (Adobe Indesign, Canva)