

Achmad Maftuch Mahdy

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CARRER SUMMARY

Freelance graphic designer since 2018. Logo designer (Brand, Event and Personal client), Product designer (Brand and Personal client), Content designer (Brand, Event and Personal client), Social media admin (Brand and Media), Copy writing (Brand and Media), Customer service via chat (Brand and Online shop).

EDUCATION

SMK Sahid Jakarta	Jakarta, Indonesia
Multimedia	2016 – 2019

Institut Kesenian Jakarta	Jakarta, Indonesia
Fakultas Film dan Televisi (FFTV)	2019 - 2020
(1 st semester and 2 nd semester)	

PROFESSIONAL EXPERIENCE

Graphic Designer (Freelance) (2018 – Now)

Designing brand and Personal Logo, Product, Content, etc using software Adobe Illustrator and Adobe Photoshop.

- Develop unique, innovative logo concepts that effectively convey brand identity and values.
- Collaborate with clients to understand their vision and requirements, ensuring designs align with their expectations.
- Design visually appealing and functional product packaging and promotional materials.
- Design engaging and visually consistent content for digital platforms, including websites and social media.
- Adapt designs to various formats and devices, ensuring responsiveness and accessibility.

Copy Writer (Freelance) (2018 – Dec 2023)

Writing for Social Media Caption, Content, etc.

- Develop captions that align with brand voice, tone, and messaging, effectively engaging the target audience.
- Craft engaging and compelling captions tailored to various social media platforms (e.g., Instagram and Twitter).
- Implement effective use of hashtags, emojis, and call-to-action phrases to maximize reach and engagement.
- Write clear, persuasive, and original content for social media posts and other digital platforms.

Customer Service (Contract), Mabaraq Group (Oct 2023 – Apr 2024)

Reply customer chat and offer product.

- Provide accurate information about products, services, and company policies to resolve customer issues.
- Assist customers with troubleshooting and resolving product-related problems.
- Respond promptly and professionally to customer inquiries via WA chat.
- Maintain a high level of customer satisfaction by addressing concerns and providing solutions effectively.
- Identify customer needs and recommend appropriate products and services to enhance their experience.
- Inform customers about promotions, new arrivals, and special offers that align with their interests.
- Follow up with customers post-purchase to ensure satisfaction and encourage repeat business.

SKILLS

Languages	: English (Limited Working Proficiency) and Bahasa Indonesia (Native Proficiency)
Software	: Adobe Illustrator, Adobe Photoshop, Visual Studio Code (Basic), Figma (Basic)
Other	: HTML (Basic), CSS (Basic), Bootstrap (Basic)