

Muhammad Fatih Abrar

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EXECUTIVE SUMMARY

Creative and detail oriented communication professional with strong experience in content strategy, digital storytelling, and campaign execution. Passionate about driving audience engagement through integrated marketing, branding, and creative communications.

EXPERIENCES

Central Bank of Indonesia

Central Jakarta, DKI Jakarta

Program - Consumer Protection

Oct 2025 - Present

- Produced 10+ monthly creative assets for social media and offline campaigns.
- Supported creative execution and event activation for the Geber PK campaign.
- Managed VIP guests and documentation to support consumer protection initiatives.

PT Dua Puluh Tiga

Bandung, West Java

Graphic Design Intern

Jul 2025 – Oct 2025

- Created 20+ monthly creative assets for social media and offline activations.
- Produced 7 monthly audiovisual contents for Instagram and TikTok.
- Developed visual guidelines to ensure consistency across creative materials.

Kraft Heinz

South Jakarta, DKI Jakarta

Graphic Design Intern

Jan – Mar 2025

- Designed 10+ monthly creative assets for e-commerce platforms (Shopee, Tokopedia, Blibli, Meta, Lazada).
- Produced digital visuals optimized for platform display standards.
- Created 10+ monthly video ads for Meta and TikTok campaigns.

GMF AeroAsia

Tangerang, Banten

Corporate Communications Intern

Jul – Aug 2024

- Produced internal mini releases from ideation to execution, delivering targeted communications to 5,000+ employees.
- Produced several contents end-to-end, ensuring alignment with the overall brand reputation strategy.
- Achieved +9.4% accounts reached, +45.6% accounts engaged, and +0.2% follower growth.
- Successfully achieved an average of 23.8k views per reel on each post.
- Managed protocol for guests visiting GMF AeroAsia, facilitating a closer look at the company.

Hangry

West Jakarta, DKI Jakarta

Content Production Intern

Aug 2023 – Dec 2023

- Created and managed over 40 pieces of social media content, including hands-on photography and videography to capture and produce engaging visuals.
- Developed storylines and storyboards to support content creation.
- Edited and polished 25+ videos for social media platforms, enhancing visual appeal and engagement.
- Enhanced 50+ digital images for social media, ensuring high-quality visuals that align with brand standards.

Pana Visual

Ponorogo, East Java

Chief Operating Officer & Founder

Jul 2020 – Dec 2022

- Acquired and managed projects for over 10 clients over a 2-year period.
- Developed and produced 10+ pieces of content per client each month, tailored to specific needs.
- Assisted in pitching 5 advertising decks, successfully addressing and fulfilling client requirements.
- Significantly enhanced client customer satisfaction through strategic improvements and effective solutions.

ADDITIONAL EXPERIENCE

TEDxPadjajaran University

Creative Director

Bandung, West Java

Mar 2024 – July 2024

- Developing effective workflow procedures for each division under the creative department.
- Supervising 3 divisions under the creative department.
- Work closely with other directorates to help turn concepts into creative assets (graphic design, audio visual, and decoration).
- Collaborated with managers to craft graphic design, audio visual content, and decoration of the main event.
- Strategized and oversaw the production for overall creative assets content for TEDxPadjajaran University.
- Directed the conceptualization and planning of decorations for events, from pre-event to the main event.

Padjajaran Education Festival

Creative Director

Bandung, West Java

Jun 2022 – Nov 2022

- Developed and directed PEF 2022 branding and visual creative direction.
- Managed and coordinated more than 30+ design requests consisting of design and visual productions.
- Published 200+ posts on Instagram Feeds consisting of 40+ different publications for PEF 2022.
- Increased 91,7% of social media engagement by producing 200+ publications.
- Produced a short movie "Spaced Out" which generated 2,8k+ views and 160+ likes.

EDUCATION

Universitas Padjadjaran

Public Relations, Bachelor's Degree

Sumedang, West Java

Aug 2021 - Jul 2025

- Accumulated 3,47 out of 4,00 GPA.
- Past Courses: PR Campaign, Digital PR, Media Visual PR, PR Writing, PR Creative, Marketing PR, PR Event, etc.
- Thesis: The Correlation Between Podcast Host Credibility and HAS Creative Subscribers' Viewing Attitudes Toward PWK

PROJECTS

Personal Portfolio

bit.ly/PortfolioFatihAbrar

Personal Video Portfolio

bit.ly/PortfolioVideoFatihAbrar

LICENCES & CERTIFICATIONS

University of Colorado Boulder

Integrated and Strategic Communication Campaigns

Issued Apr 2025

- Skills: Advertising Campaigns, Marketing Communications, Public Relations, Strategic Management, Business Strategy.

University of California, Davis

The Strategy of Content Marketing

Issued Apr 2025

- Skills: Copywriting, Content Marketing, Marketing Strategy.

SKILLS

Technical Skills: Photography, Videography, Video Editing, Content Planning, Content Writing, Copywriting, Graphic Design.

Soft Skills: Verbal and Written Communication, Leadership, Fast Learner, Creative and Critical Thinking, Problem Solving, Teamwork, Time Management, Adaptive.

Tools: Adobe Premiere Pro, Adobe Photoshop, Adobe Lightroom, Adobe Illustrator, Adobe After Effect, Capcut, Canva, Google Docs, Google Slides, Google Sheets.

Language: Intermediate Level English, Indonesian Language.