

Muhammad Fatih Abrar

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EXECUTIVE SUMMARY

A creative professional with hands-on experience in content production, graphic design, brand communication across various industries, including FnB, Aviation, FMCG, and Banking. Skilled in creating impactful visual assets, managing campaigns from concept to execution, and driving audience engagement. Known for the ability to deliver consistent, high quality results across digital and offline platforms. Currently exploring opportunities in roles within Public Relations, Marketing, and Brand Activation.

EXPERIENCES

Central Bank of Indonesia

Central Jakarta, DKI Jakarta

Program - Consumer Protection

Oct 2025 - Present

- Supported event activation by developing comprehensive Terms of References (ToR) and creative briefs for the Geber PK campaign, delivering five campaign series that increased public awareness of consumer protection initiatives and attracted 5.000+ participants across online and offline platforms.
- Produced 10+ monthly creative assets for social media and offline campaigns to support consumer protection initiatives.
- Coordinated VIP guest relations and documentation to support consumer protection initiatives to ensure seamless execution for the high profile programs.
- Oversaw end-to-end KOL and speaker management, from selection and briefing to on-site coordination, enhancing event credibility and reach.

PT Dua Puluh Tiga

Bandung, West Java

Graphic Design Intern

Jul – Oct 2025

- Designed and delivered 20+ monthly creative assets for social media and offline activations, strengthening employer branding visibility and engagement.
- Produced 7 monthly audiovisual contents for Instagram and TikTok that boosted audience interaction to help attracting top talent and strengthening internal brand perception.
- Developed and implemented visual identity guidelines that streamlined creative production, ensuring design consistency and efficiency across the Employer Branding division.

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). Driving stronger online conversion potential.
- Produced high quality visuals optimized for various platform display standards, enhancing product discoverability and customer engagement.
- Developed and edited 10+ monthly video ads for Meta and TikTok campaigns, contributing to improved campaign performance and visibility.

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.
- Executed end-to-end content production aligned with brand reputation strategy, strengthening GMF's corporate image.
- Achieved +9.4% increase in account reach, +45.6% engagement rate, and +0.2% follower growth through optimized storytelling and visuals. Generated an average of 23.8K views per reel by leveraging engaging narratives and creative content strategies.
- Managed guest visit protocols and documentation, ensuring a professional and cohesive brand experience for stakeholders.

Hangry

Content Production Intern

West Jakarta, DKI Jakarta

Aug – Dec 2023

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

Pana Visual

Chief Operating Officer & Founder

Ponorogo, East Java

Jul 2020 – Dec 2022

- Directed creative operations for 10+ clients, managing timelines, quality control, and deliverables to ensure client satisfaction.
- Developed and produced tailored 10+ pieces of content per client each month, to supports their marketing and brand growth objectives.
- Pitched and secured 5 advertising projects, successfully addressing and fulfilling client requirements.
- Increased clients satisfaction through strategic improvements and effective solutions by streamlining communication and workflow efficiency.

ADDITIONAL EXPERIENCE

TEDxPadjadjaran University

Creative Director

Bandung, West Java

Mar – July 2024

- Directed the conceptualization and planning of decorations for events, from pre-event to the main event.
- Developing effective workflow procedures for each division under the creative department by supervising 3 divisions under the creative department and working closely with other directorates to help turn concepts into creative assets (graphic design, audio visual, and decoration).
- Strategized and oversaw the production for overall creative assets content for TEDxPadjadjaran University resulting in a 228% growth in followers within three months.

EDUCATION

Universitas Padjadjaran

Bachelors of Public Relations, 3.47/4.00

Sumedang, West Java

Aug 2021 - Jul 2025

- Courses: PR Campaign, Digital PR, Media Visual PR, PR Writing, PR Creative, Marketing PR, PR Event, etc.

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: Content Production, Event Management, Brand Activations, Copywriting, Graphic Design, Adobe Creative Suites, Capcut, Canva, Google Workspaces.

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

Language: Intermediate Level English, Indonesian Language.