

# PORTFOLIO

SHARP COMMUNICATION,  
WARM PERSONALITY

ROZAN BAARIQ





# Rozan *Baariq*

S A L E S - M A R K E T E R

A marketer with a caffeine kick and a people-first spark – I turn ideas into experiences that sell. From closing sales at the gym, brewing brand loyalty in cafés, to sparking buzz on social media, I thrive where creativity meets customer connection.

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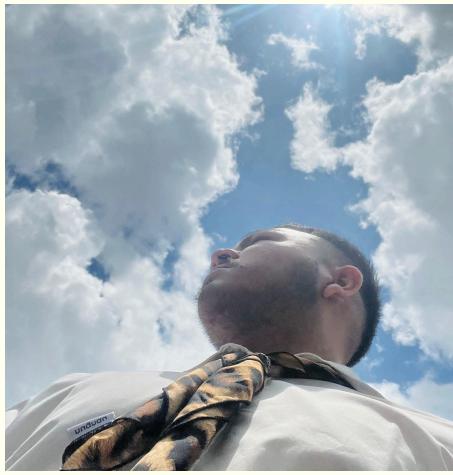
 [rozan.baariq@gmail.com](mailto:rozan.baariq@gmail.com)

# WORK

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## 01 SALES-MARKETING

@fitnessplus.jogja  
april 2024 - Present



## 02 MARKETING INTERN

@marugameudon  
Feb 2023 - Jul 2023



## 03 SENIOR BARISTA

@bolivar.id  
april 2022 - jan 2023

# EXPERIENCE

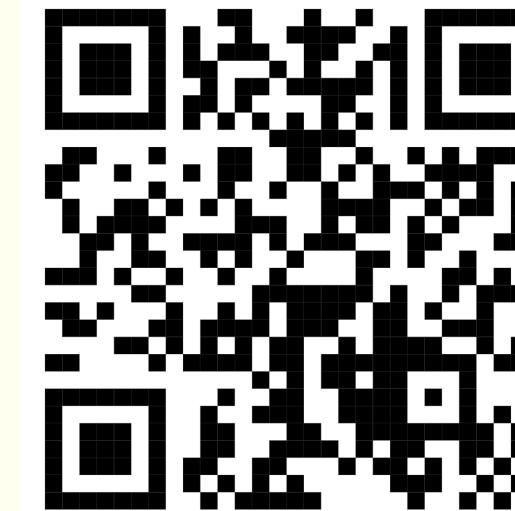
# 01

## PROJECT CONTENT CREATING



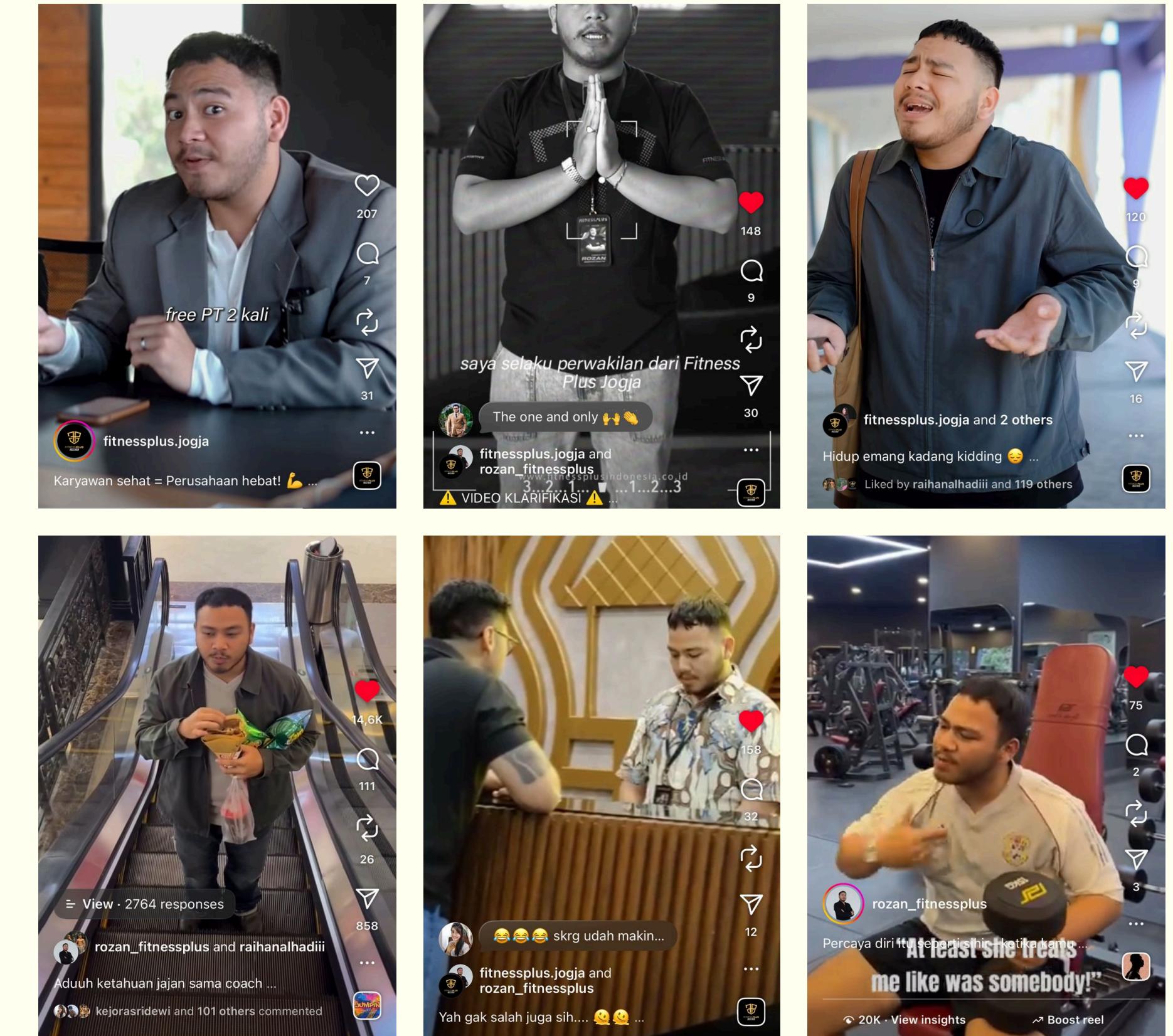
Produced mini vlogs and lifestyle content focusing on fitness, travel, and daily storytelling. Managed the full process – ideation, filming, editing, and captions. Developed a consistent personal style that blends authenticity with aesthetics, attracting organic engagement.

## PROJECT CONTENT CREATION



## FITNESS PLUS 2024 - PRESENT

Created Instagram Reels and posts to promote gym membership and events. Contributed as both content creator and talent, handling ideation, script, and on-camera execution. reach 290k organic views & 14k likes The campaign boosted engagement and generated new membership inquiries within the first month.



# 02

## PROJECT EVENT ORGANIZING

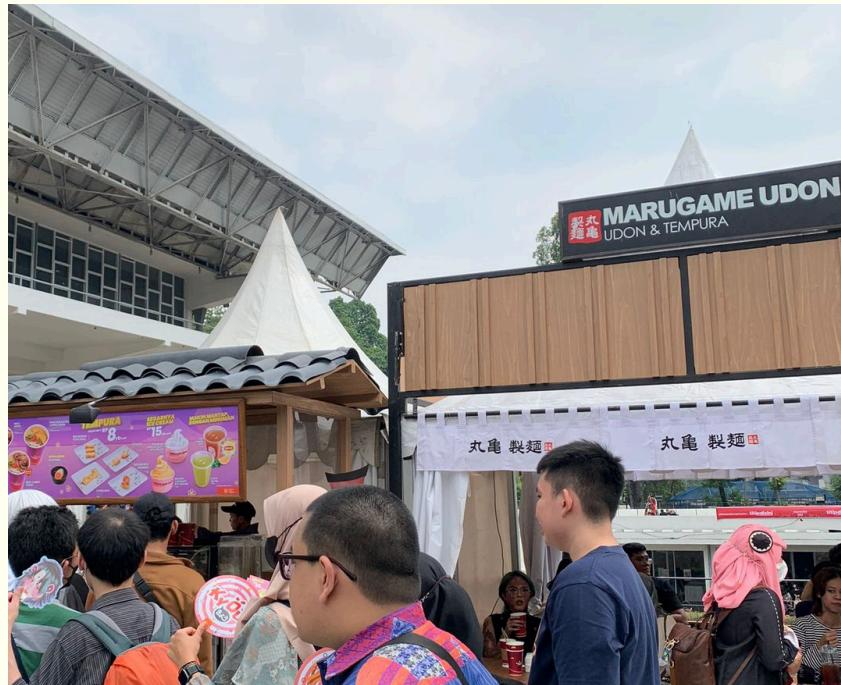


Planned and executed multiple brand and community events from concept to finish. Managed logistics, timelines, and audience flow while ensuring each event delivered smooth operations, strong engagement, and memorable experiences.

# MARUGAME UDON 2023



Planned and executed 4 customer-engagement events from concept to on-ground delivery. Oversaw logistics, flow, and audience experience – ensuring every event ran smoothly and left guests with memorable brand moments.



## **FITNESS PLUS 2024 - PRESENT**



Organized energetic community events – running events, Zumba & BodyCombat parties, and a Valentine Couple Challenge with a romantic-dinner prize – turning workouts into celebrations and strengthening member bonds.



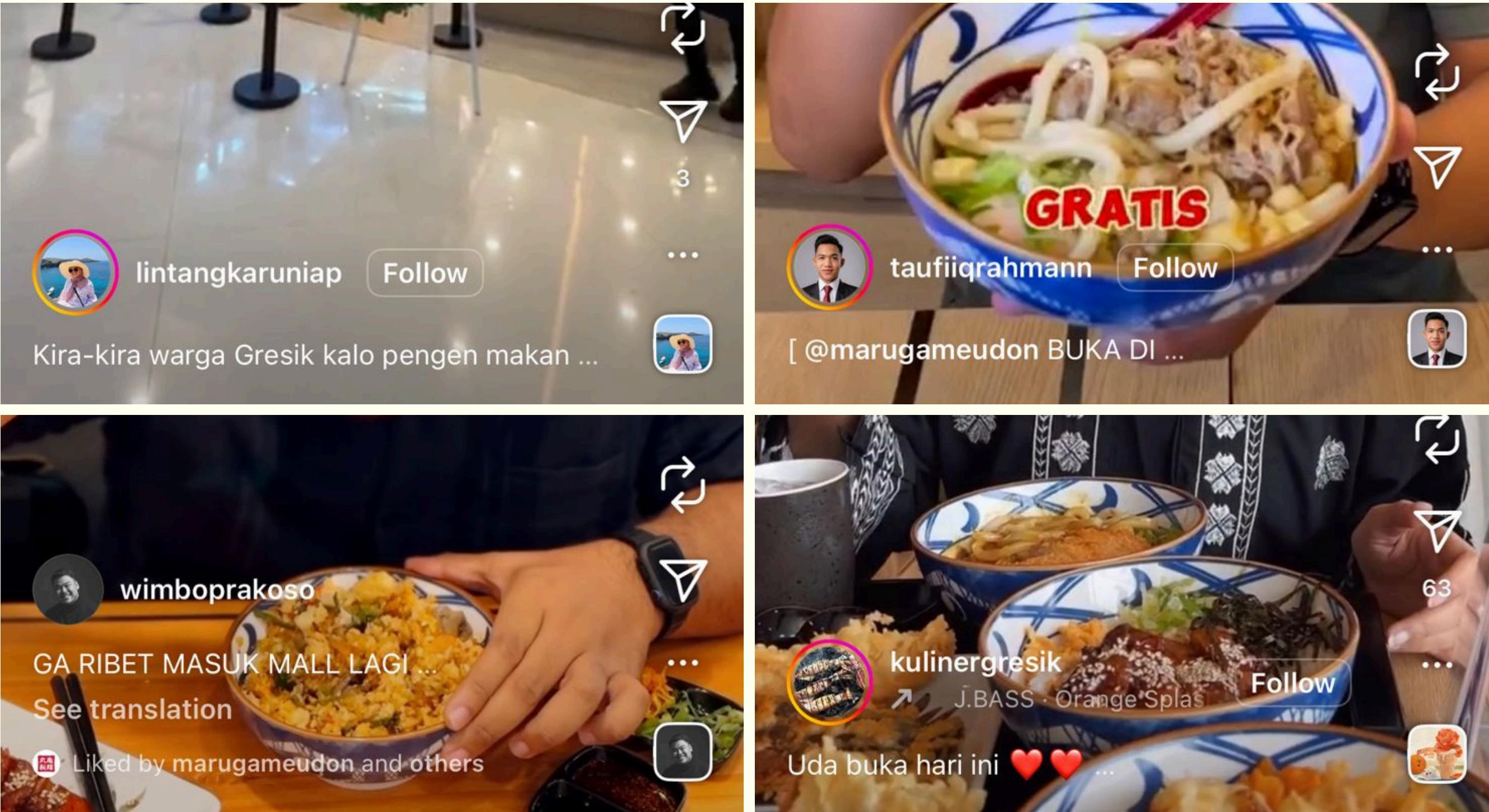


# 03

## PROJECT KOL HANDLING

From micro to macro, I turn influencers into brand storytellers. Managed KOL collaborations that sparked buzz, filled events, and made the brand feel part of the conversation

## MARUGAME UDON 2023



Coordinated with KOLs to amplify brand events, ensuring authentic storytelling and maximum reach. Managed briefing, content flow, and on-site presence to keep both brand voice and influencer style aligned. achieved 200k+ views & 7.000+ likes

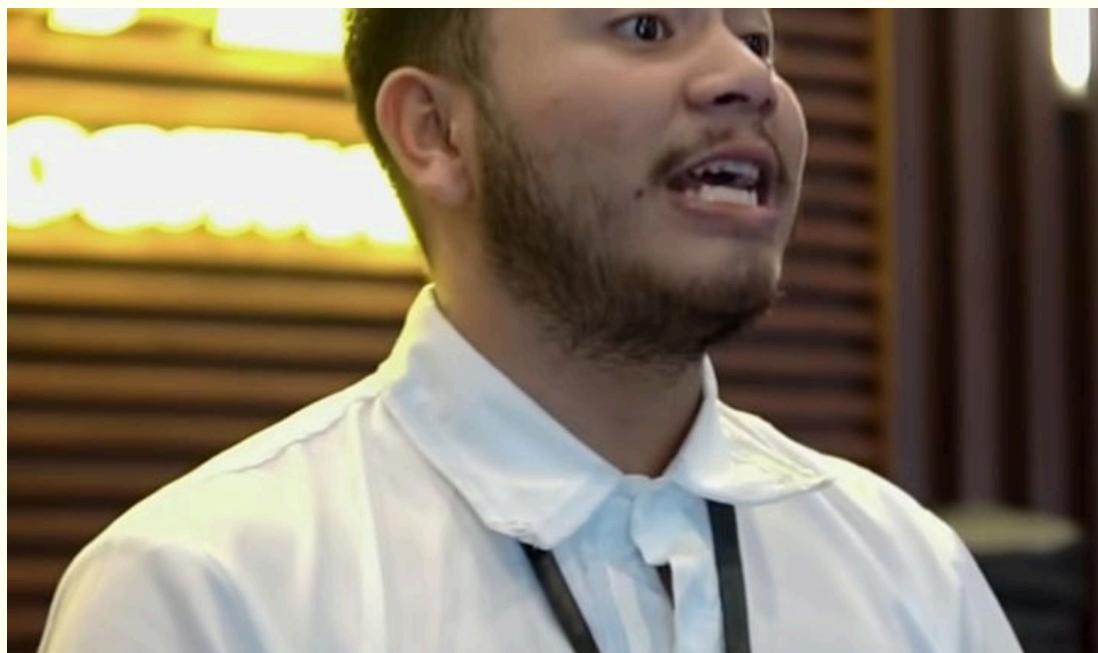
# 04

## PROJECT TALENT MODEL



Not just behind the scenes – I also step in front of the lens. As a campaign talent, I bring the vibe, the smile, and the energy that turn brand messages into relatable stories.





**FITNESS PLUS  
2024 - PRESENT**



Featured as a model in social media campaigns to promote gym programs and events. Contributed both presence and personality – bringing energy, approachability, and authenticity on-camera to strengthen brand image. reach 150k views

## BOLIVAR | 2022-2023



From behind the bar to in front of the lens – I modeled for Bolivar Coffee, blending lifestyle and brand storytelling that captured the café's cozy, people-first energy



# WORK WITH ME

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