



Mohammad Fadil

CONTACT

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WORK EXPERIENCE

Adstars

Jan 2016 - Present

Supply Site Management

- SSP, DSP, & DMP Management
- Publisher Acquisition & Development
- System & Platform Management
- Single Site Ads Management

Adstars

Dec 2015 - Dec 2015

Media Relations & Product Management Executive

- SSP & DSP Management
- Publisher Acquisition
- System Integration
- Platform Migration

Starcom Mediavest Group

Apr 2015 - Sep 2015

Management Trainee (Planning & Research)

Trained to identify, develop and evaluate marketing strategies based on knowledge of client's objectives and market trends based on 360° approach

software trained: Roy Morgan Asteroid, Nielsen Adquest & Arianna, MySocialTools.net, etc

Alpha Salmon

Oct 2014 - Jan 2015

Account Executive

- Developed and executed integrated marketing plans and campaigns.
- Identified, developed and evaluated marketing strategies based on knowledge of company objectives and market trends.
- Completed strategic competitive analysis by assessing strengths and weaknesses of competitors.
- Promoted brand awareness through content management for the web.
- Worked effectively in a heavily cross-functional, fast paced environment.
- Managed the creation social media content.
- Managed all company customer engagement campaigns.

Client: Molto (Unilever)

Rumah Peradaban

Sep 2012 - Present

Program & HR Advisor

- Identified, developed and evaluated strategies based on knowledge of organization objectives.

- Planned and managed international cooperation & internship.

Riset Geostrategi Utama

Public Policy & Political Analyst

Nov 2011 - Sep 2012

- Planned & evaluate government policy.
- Make weekly policy memo.

CIDES (Center for Information and Development Studies)

Associate Director

Sep 2015 - Present

Build & Leading Youth Division of CIDES

Britzone

President

Apr 2015 - Mar 2016

Leading The Biggest Free English Learning Organization in Indonesia

CERTIFICATIONS

Facebook Blueprint, Twitter Flight School, Google Adwords Fundamentals, etc

QUALIFICATIONS

- Digital & ATL advertising
- Media Relations
- Product Management
- Project Management
- Account Management
- Cross-functional Team Leadership
- Qualitative & Quantitative Analysis

EDUCATION

Communication Management

Universitas Padjadjaran

Aug 2007 - Jul 2014

Member of BKI, KAMMI, IMIKI, Student Senates, etc

INTERESTS

Technology, travelling, self development, etc

REFERENCES

References available upon request.