



Muhammad Sakha Dhirgham

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Undergraduate majoring in communication science at Paramadina University with **Digital Marketing** experience such as marketing campaigns, marketing planning and business KOL in well-known companies. Curious about something new, eager to learn, and oriented to a growth mindset. Has interest in **Digital Marketing and Journalism**. Currently looking for opportunities in an ambitious company or organization.

WORK EXPERIENCES

DIGITAL MARKETING & WEBSITE DEVELOPMENT

Aug 2023 – Jan 2024

PT.Arkatama Multi Solusindo – Malang, East Java

- Create a campaign planning strategy
- Make digital data analysis of competitors' campaigns
- Create a business website to provide information or products offered
- Carrying out SEO on page and SEO off page to raise the company's name in digital media
- Scheduling video content and KOL analysis to support the product

Dec 2019 – Feb 2020

CAMERA-MAN & SCRIPT WRITER

TVR PARLEMEN – Central Jakarta, Jakarta

- Create a news script for the presenter to read
- Become a camera-man covering meetings of DPR or MPR members

SCRIPT WRITER & PRODUCER ASSISTANT

Nusantara TV – East Jakarta, Jakarta

Jul 2024 – Sep 2024

- Search for information material to be used as news
- Coordinate with the production team and editor

Education

Universitas Paramadina – South Jakarta, DKI Jakarta.

Communication Sciences

- Actively participates in more than 2 campus events, such as webinars and skills training workshops.”.
- **Relevant Coursework :**
- TV production, marketing communications media planning, campaign strategy and public relations reputation, consumer behavior, media and broadcasting.

ORGANIZATION

YOUNG KICKERS FOOTBALL CLUB (YKFC) - Bogor, West Java.

Oct 2021 – May 2023

Secretary Club Division

- Responsible for carrying out publications, information, and communicating to club members
- Carry out data collection on club members, club equipment and incoming and outgoing expenses

PARMAGZ – South Jakarta, DKI Jakarta.

Feb 2024 – Now

Freelance Journalist

- Produced news coverage and reports for publication

TRAINING & CERTIFICATION

Digital Marketing – Independent Study at PT.Arkatama Multi Solusindo

Sep 2022 – Jan 2024

Learn about strategies for creating CCNA campaigns, competitor analysis, introduction to hosting & domains, website creation, creating business social media accounts, Key Opinion Leader analysis (KOL).

- **Certification - Certificate of competence – Digital Marketing** (2024 - 2027): BNSP
- **Certification – GEC Hype Club: unlocking creativity with ChatGPT** (2023): Glints Expert Class
- **Certification – Increase Sales With the right Copywriting Techniques** (2023): Glints Expert Class

SKILL & LANGUAGES

Tools	Microsoft Office (Word, Excel, Power Point), Google Workspace (Sheets, Docs, Slides, Form), Adobe Photoshop, Adobe Premier
Hard Skill	Social Media Marketing, Copywriting, SEO on page & SEO off page.
Soft-skill	Critical Thinking, Teamwork, Creative.
Languages	Indonesian (Native), English (Intermediate).