



ZACKI AKBAR MAHDI

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Summary

Fresh graduate in Business Administration from International Islamic University Malaysia, highly motivated with a passion for Marketing, Business Strategy, and Brand Management. Experienced in organizational work, project coordination, and campaign management, demonstrating strong leadership, communication, and analytical skills. Practical experience in creating marketing strategies, content development, brand asset management, and coordinating with key stakeholders, including KOLs and external partners. Proven ability to handle dynamic environments, tackle new challenges, and deliver results. Actively seeking opportunities in the marketing field to leverage my skills and grow professionally in a collaborative and innovative setting

Education

International Islamic University of Malaysia

Bachelor of Business Administration, Second Class (Upper)

Gombak, Malaysia

September 2019 – 2024

Major: Human Resource Management

Relevant courses : Training and Development, Quality Management, Compensation Management, Strategic Management, Organizational Change and Development, Industrial Relations, Business communication, Operations management, and Management of Islamic Perspective.

Working Experiences

PT Paragon Technology and Innovation

Intern Brand Building KAHF Malaysia

Kuala Lumpur, Malaysia.

July– October 2024

- Developed and implemented marketing strategies for KAHF's personal care campaigns, resulting in a 20% increase in brand awareness over quarter period. Assist market research efforts and campaign ideation, created detailed briefs, and collaborated with cross-functional stakeholders to ensure seamless execution.
- Assist managed the creation of brand assets and briefs for vendor events, successfully engaged 10+ KOLs for social media campaigns, and conducted expand sales on KAHF's e-commerce platforms, contributing to a 15% growth in online sales through affiliate on TikTok.
- Conducted comprehensive market research on Malaysia's skincare industry, assist optimized content on social media leading to become No.1 in Malaysia, and Assist executed a marketing plan by developing brief of content that boosted social media engagement.

Embassy of the Republic Indonesia

Head of Team as a Polling Agent in Indonesian Election

Kuala Lumpur, Malaysia.

February-March 2024

- Successfully contributed to the coordination and execution of an election process involving 300+ registered voters, ensuring 100% voter participation rate during the event.
- Managed ballot distribution, collection, and tallying with zero discrepancies, maintaining a high level of accuracy and strict adherence to confidentiality protocols.
- Delivered exemplary customer service, leading to positive feedback from 90%+ of participants and commendation from senior organizers for professionalism and dedication to upholding democratic principles.

Islam Alirsyad Tengaran 2 Boarding school

Teacher and supervisor High School Students

Majalengka, Indonesia.

July 2018 – May 2019

- Led the supervision and mentorship of 200+ high school students, facilitating both academic and extracurricular activities to maintain a structured and effective learning environment.
- Developed and executed a comprehensive student discipline program, achieving a 50% reduction in rule violations through the establishment of a positive, accountable school culture.
- Collaborated with faculty and administrative teams to create and enforce behavioral regulations, while regularly monitoring student progress and providing detailed performance assessments to parents and school management.

Organization Experiences

Arcapada Indonesia

Chairperson

Malaysia.

March 2024 – November 2024

- Leading Arcapada Indonesia (Indonesian Nature Lover Student Community in Malaysia) as community leader, supervising and coordinating various activities to promote environmental conservation and appreciation of nature;
- Organizing exploration, hiking and camping to educate Indonesian students in Malaysia to adopt environmentally friendly habits and contribute to broader nature conservation goals;

- Collaborating with other community leaders to organize and implement environmental awareness campaigns, nature-based.

Indonesian students Association in Malaysia (PPI MALAYSIA)

Staff of Social Affairs Department

Malaysia.

March 2023 – January 2024

- Arrange social and charity (DONACTION PPIM) program as program manager.
- Handle committees in cooperating to fulfill the goals of the program.
- Manage event flow including communication with sponsors, partners, as well as take important role in event preparation

Himpunan Mahasiswa Islam Malaysia (HMI MALAYSIA)

Head of Secretary & Administration Department

Malaysia

January – December 2021

- Responsible for handling correspondences need both with internal and external.
- Responsible for HMI Malaysia administration.
- Manage recapitulation of every program from each division in HMI Malaysia.

Indonesian students Association in IIUM (PPI IIUM)

Deputy Head of Department Art, Culture, & Sport

Gombak, Malaysia

January – December 2020

- Responsible for End-to-end event handling, such as take role as Steering Committee for IIUM Sport week and IIUM Batik Day.
- Responsible for leading team to ensure all team member develop their skills in handling programme.
- Responsible for achieving goals of projects.

Projects

Brand Campaign on Twitter

Intern, Brand - Kahf Malaysia

- Led monthly Twitter campaigns, coordinating with 10-15 KOLs and managing product distribution, driving a 20% increase in engagement.
- Ensured 100% on-time execution and optimized KOL partnerships for enhanced campaign effectiveness.

DONACTION PPI MALAYSIA

Deputy head organizer in Charity Event (DONACTION) 2023

- Led the planning, execution, and evaluation of the event, ensuring smooth operations from start to finish.
- Analyzed donation targets and allocated funds accurately, ensuring transparency and efficiency
- Developed creative concepts to engage a wide audience, driving high participation in the event.

Olympics PPI IIUM

Head Organizer in Online Culture & Art Competition by PPI IIUM 2022

- Supervise End-to-end event handling, plan, execute, and evaluate the event from start until finish.
- Build a good teamwork to ensure the success of the programme
- Ensure the programme goes smoothly

Skills

- **Language** : Bahasa Indonesia (native), English (professional), Arabic (professional), and Bahasa Malay (intermediate)
- **Soft Skills** : Project management, Teamwork, Public Speaking, Adaptation, Negotiation, Collaboration, Time Management, Organization, Business Development, and Problem Solving
- **Hard Skills** : Microsoft Office (Word, Excel, and PowerPoint), SWOT Analysis, Marketing Mix Modeling, and Business Model Canvas.