

# MUHAMAD REVAN MAHENDRA

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I am Muhamad Revan Mahendra, a fifth-semester communication science student at Telkom University. During my college years, I have gained experience in the field of social media, having worked on a project in this area and completed an internship as a social media specialist at Ocean Young Guards Foundation. These experiences have led to a strong interest in content analysis, content creation and content strategy. In addition, I hold a Meta Certified Marketing Associate qualification from Pearson VUE. My career objective is to apply my skills to contribute to organisations in a positive manner, while pursuing my interest in digital marketing, marketing communication, and social media.

## EDUCATION

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### Telkom University

Faculty of Social and Communication

Bandung, Indonesia

Aug 2022 - Present

- GPA 3.79/4.00 – Filed: Communication Science
- Relevant Coursework: Visual Communication, Interpersonal Communication, Interactive Digital Marketing, Social Media Data Analysis.

### Studi Independen Bersertifikat Kampus Merdeka Kemendikbud x MyEduSolve

Meta Digital Marketer

Jakarta, Indonesia

September – December 2024

*Studi Independen Bersertifikat (SIB) is part of Kampus Merdeka Kemendikbud Program which aims to provide opportunities for students to learn and develop through activities outside the lecture class, but are still recognized as part of the lecture and can be converted to campus credits.*

- I was chosen as one of Meta Digital Marketer Mentee, selected from 6000+ applicants from universities across Indonesia. I got the chance to learn directly from the experts during this 4 months intensive program.
- Learning objectives; 1) Intuit Design for Delight Innovator, 2) Digital Marketing Fundamental, 3) Meta Digital Marketing Associate.

## WORK EXPERIENCE

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### Ocean Young Guards Foundation

Admin Social Media Internship

Jakarta, Indonesia

August – November 2024

Ocean Young Guards is a non-governmental organisation that is committed to preserving coastal, marine and small island environments.

- Publish content according to the content schedule and analyse the engagement of a piece of content
- Respond to comments, direct messages and questions from followers in a timely and professional manner.
- Successfully managed @oceanyoungguards Instagram account to build interactive engagement with the audience, increasing followers from 8,150 to 9,100

## ORGANIZATIONAL & PROJECT EXPERIENCE

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### Lokatara Tel-U

Staff Content Writer

Bandung, Indonesia

Nov 2023 – Present

Lokatara is a student activity unit engaged in journalism and also focuses on publishing socio-political articles.

- Created more than 3 of the articles for Lokatara are related to recent and current developments in Indonesia.
- Successfully written were primarily related to social issues, such as articles with the titles "Meritocracy" and "All Eyes on Rafah." Additionally, a study was conducted on a unique phenomenon in the entertainment industry, Indonesia's Classic Story at the AFC.

### Rsa.Glassart Project

Social Media & Content Planner

Bandung, Indonesia

Nov 2023 – Jan 2024

Rsa.glassart is a business that specialises in providing painting services using acrylic paint on containers, with a particular focus on creating mobile phone cases.

- Created over 15 pieces of engaging visual and textual content, such as photos and videos to promote custom glassart pieces, which were managed by use of relevant and popular hashtags to enhance content discovery.
- Increased engagement with followers through direct responses and messages and fostered positive relationships with audiences.
- Engage and build a good relationship with customers or audience through Instagram stories to know what customers need.

**Jerinfo.event Project***Social Media & Content Planner*

Jerinfo is an event organiser that specialises in delivering high-quality seminars and events with a focus on the latest technological developments.

- Analyzed research related to information that will be conveyed for social media needs, resulting in more than 11 creative content on the @jerinfo.event Instagram account.
- Creative content on Instagram account @jerinfo.event Managed Instagram account to build engagement on Instagram, thus successfully gathering more than 20 followers to join the event as a form of seminar promotion with the hashtag #deepfakeai to encourage participation in the event.
- Conceptualized visuals and layouts (feeds, Instagram stories, and posters) to promote the seminar event and develop a plan to promote @jerinfo.event seminars in the form of creative content output to attract attention.

*Event Planner*

- Created a detailed and specific program schedule, working with the equipment division to compile a list of equipment needed, and inviting speakers who usually fill in for the event.
- Organize and manage technical matters in the field during the event and socialize the event arrangement to various parties related to the event, including committee members.

**Beyond By The Lorry Project****Jakarta, Indonesia**

Nov 2024 – Des 2024

Beyond by The Lorry is a service or platform from The Lorry, a well-known logistics and transportation company in Southeast Asia. This service is probably a move by the company to diversify its business and develop new solutions that go beyond its traditional transport services.

- Created and conceptualized, as well as schedule,content for @thelorry.id on Instagram, producing over 5 creative pieces of content, including reels and Instagram feeds.
- Analyse buyer personas in order to create the right marketing strategy.
- Successfully managed @thelorry.id Instagram account to build interactive engagement with the audience, increasing followers from 13,000 to 13,100

**VOLUNTEER EXPERIENCE****Bogor Illustration Fair****Bogor, Indonesia***Social Media Officer*

Aug 2024 – Sep 2024

Bogor Illustration Fair is an event that is engaged in the arts with the aim of providing a platform for illustrators to showcase their work.

- Created and conceptualized, as well as schedule,content for @bogorillustrationfair on Instagram, producing over 5 creative pieces of content, including reels and Instagram feeds.
- Successfully managed @bogorillustrationfair Instagram account to build interactive engagement with the audience, increasing followers from 2,252 to 3,073.
- Coordinated the event during the main event, providing live reports in the form of Instagram stories and Instagram live streaming.

**Karsa Cita****Jakarta, Indonesia***Social Media Officer*

Aug 2024 – Okt 2024

Karsa Cita is a community that is dedicated to mental health and shares content on the subject.

- Manage and maintain the company's LinkedIn account.
- Track content performance through metrics such as views, likes, comments, shares, and engagement rates.
- Published and schedule content according to the strategy that has been created.

**CERTIFICATIONS****Meta Certified Digital Marketing Associate**

November 2024

Certiport - A Pearson VUE Business | Total Score 831 out of 1000, Credential ID: wCnJB-487X

**SKILLS & INTEREST**

- **Soft Skills:** Negotiation, Communication, Public Speaking, Creative, Story Telling, Team Work, Analytical Thinking, Public Relation.
- **Hard Skills:** Content Writing, Content Creation, Graphic Design, Social Media Marketing, Video Editing, Copy Writing, Social Media Analytics.
- **Interest:** Event Management, Social Media, Digital Marketing, SEO, Content Creation, Journalist.

**LANGUAGES**

**Indonesia :** Native Speaker

**English:** Beginner