

MUHAMMAD ROIQ QOLBY

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SUMMARY

Roiq is a Third-year student majoring in Business Administration at Universitas Brawijaya with a strong interest in Branding & Marketing. He specializes in design and digital marketing. With diverse experiences, Roiq is a quick learner who excels at teamwork and successfully manages various projects, showcasing my adaptability, responsibility, and inquisitiveness. I am committed to constantly exploring outside the box, embracing new challenges, and viewing them as opportunities for personal growth and development.

EDUCATION

Universitas Brawijaya – Malang, Indonesia 2022 – 2026 (Expected)

Bachelor of Business Administration (GPA 3.61/4.00)

- Coursework: Integrated Marketing Communications, Service Marketing, Consumer Behaviour, Business Planning and Development, Strategic Marketing, Distribution and Channel Marketing

ORGANIZATIONAL EXPERIENCES

Peta Scholar

11/2024 – present

Manager of Design

- Conducted comprehensive benchmarking by researching and analyzing competitors' brand identities.
- Developed the new brand identity of Peta Scholars, including design concept, color palette, font selection, etc.
- Led a team of 4 individuals from the design division
- Created and implemented a departmental management system that fosters innovation and collaboration across departments.
- Managed to gain over +50.000 impressions on Peta Scholar Instagram over the past one month

Entrepreneur and Innovation Lab FIA UB

02/2024 – 12/2024

Senior Graphic Designer

- Developed the new Brand Identity of EI Lab, including design concept, color palette, font selection, etc
- Led a team of 2 individuals from the design division
- Effectively managed impressions on Ei Lab Instagram over 25.000 impressions over the past three months

180 Degrees Consulting UB

04/2024 – 12/2024

Marketing and Communication Associate

- Successfully enhanced social media engagement by creating over 45 captivating designs for agendas, digital marketing, branding, and events.
- Achieved substantial growth for 180 DC Instagram accounts, increasing its followers by more than 70%.
- Enhanced audience interaction substantially, with an 80.6% increase in accounts engaged.

Forum Solidaritas Arek Probolinggo (FORSAP)

03/2024 – 12/2024

Vice Coordinator of Medinfo

- Developed the new Brand Identity of FORSAP, including design concept, color palette, font selection, etc
- Led a team of 5 individuals from the Medinfo division
- Effectively delivers brand identity through strategic marketing and communication initiatives.

Himpunan Mahasiswa Administrasi Bisnis (HIMABIS) FIA UB

03/2023 – 12/2023

Staff of Art Visual

- Successfully enhanced social media engagement by creating over 120 captivating designs for agendas, digital marketing, branding, and events.
- Designed the most engaging Instagram post in HIMABIS, reaching an impressive 25,000+ impressions.
- Awarded as the best staff of HIMABIS of the last quartal during the 2023 HIMABIS period

PROJECT EXPERIENCES

Kampung Budaya

08/2024 – 12/2024

Coordinator of Mediakom FORSAP

- Developed the theme of Kampung Budaya Forsap including color palette, typography, etc
- Generated over 10 + captivating designs for pre-event and main event materials, banners, souvenirs, social media content, printing material, etc
- Led the team 4 individuals from the Mediakom division

PUBGM Campus Championship Chapter UB*Staff of Media*

- Responsible for the event documentation including photography and videography
- Managed to make an after-movie of the event and gained more than +9000 impressions on Brawijaya E-sport Instagram

Komitmen Art Gallery

04/2023 – 11/2023

Staff of Creative

- Successfully organized a local brand exhibition in collaboration with 6 local brands in Malang, with an attendance of over 400+ participants.
- Curated and showcased more than 40 artworks, encompassing submissions from the audience as well as works by local artists in Malang.
- Generated over 10+ captivating designs for pre-event and event materials including ID cards, t-shirts, video mapping, social media content, etc

Selalu Habis

04/2023 – 11/2023

Graphic Design

- Created 35+ captivating template designs for Selalu Habis's social media posts.
- Conducted content planning for each design and content, resulting in increased social media engagement.
- Managed and developed the new brand identity of Selalu Habis including logo, design concept, typography, and also Content making

SKILLS

Hard Skills: SPSS, Microsoft Office Suites, Google Suites, Notion, Trello, Adobe Photoshop, Figma, Adobe Illustrator, Adobe Premiere Pro, Capcut, Copywriting**Soft Skills:** Communication, Creative Thinking, Leadership, Marketing, Adaptability, Teamwork**Languages:** Indonesian and English

