

CREATIVE PORTFOLIO

**FAIPUTRA TYAN
NUGRAHA**

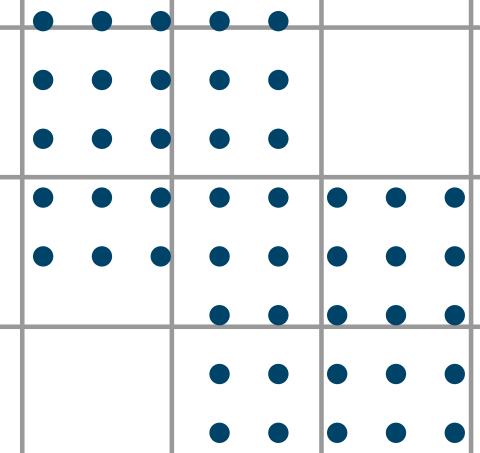
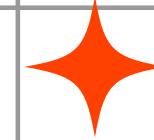
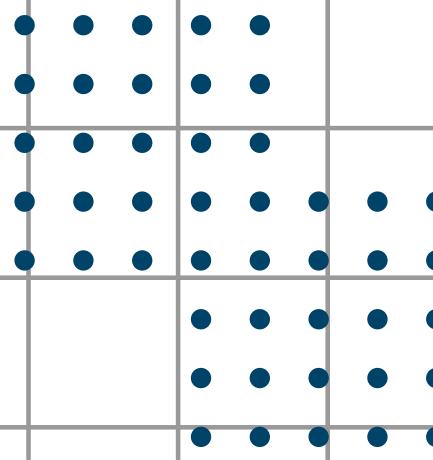


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Faiputra Tyan Nugraha

Hello, my name is Faiputra Tyan Nugraha, a 5th-semester Marketing Management undergraduate student at Universitas Multimedia Nusantara. I have a strong interest in consumer behavior, digital marketing, and strategic brand management, and I continue to develop my skills through academic projects as well as organizational experiences.

Throughout my studies, I have strengthened my abilities in research, communication, teamwork, and cross-division coordination, which allow me to adapt effectively to different challenges. I am an enthusiastic, responsible, and growth-oriented individual, eager to apply my marketing knowledge to real-world business challenges and future professional opportunities.



EDUCATION



MULTIMEDIA NUSANTARA UNIVERSITY, 2023 - 2027

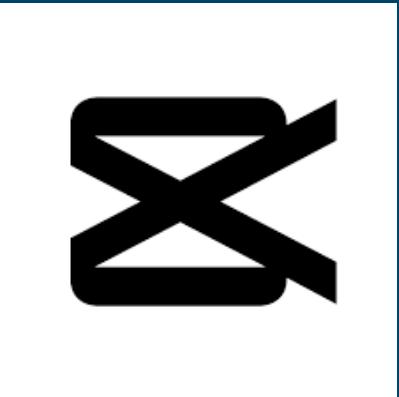
**Faculty of Business
Bachelor of Management**



SMAN 3 KAB TANGERANG, 2020 - 2023

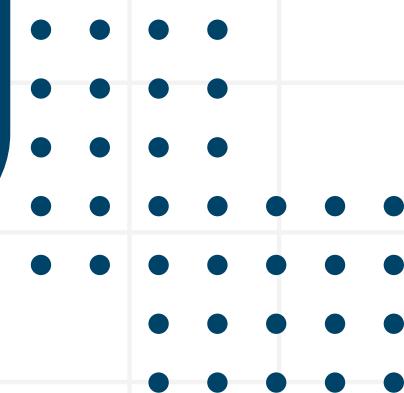
PERSONAL SKILLS

TOOLS



SOFT SKILL

- Attention to detail
- Team leadership
- Project management
- Document management
- Data analysis
- Performance monitoring

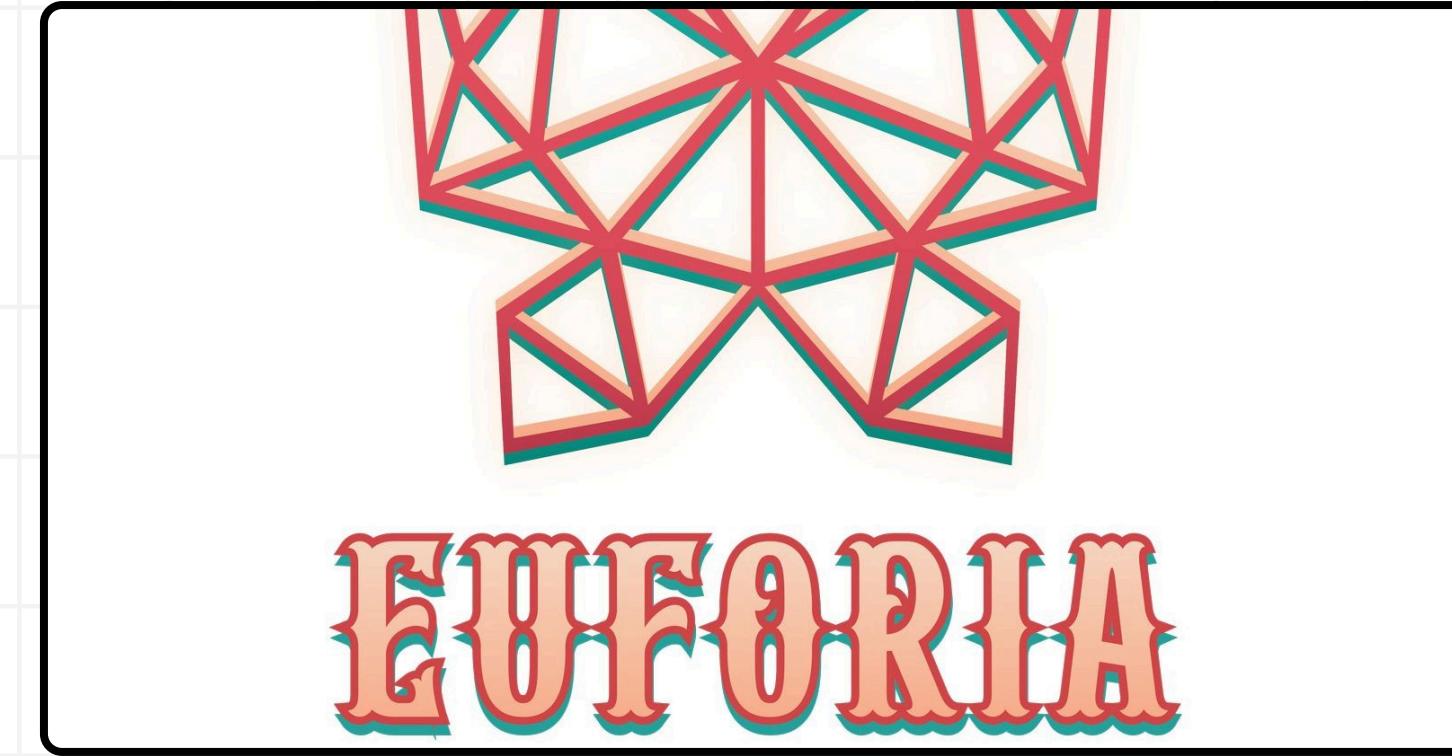


ORGANIZATIONAL EXPERIENCE



LIAISON OFFICER, APRIL - NOVEMBER 2025

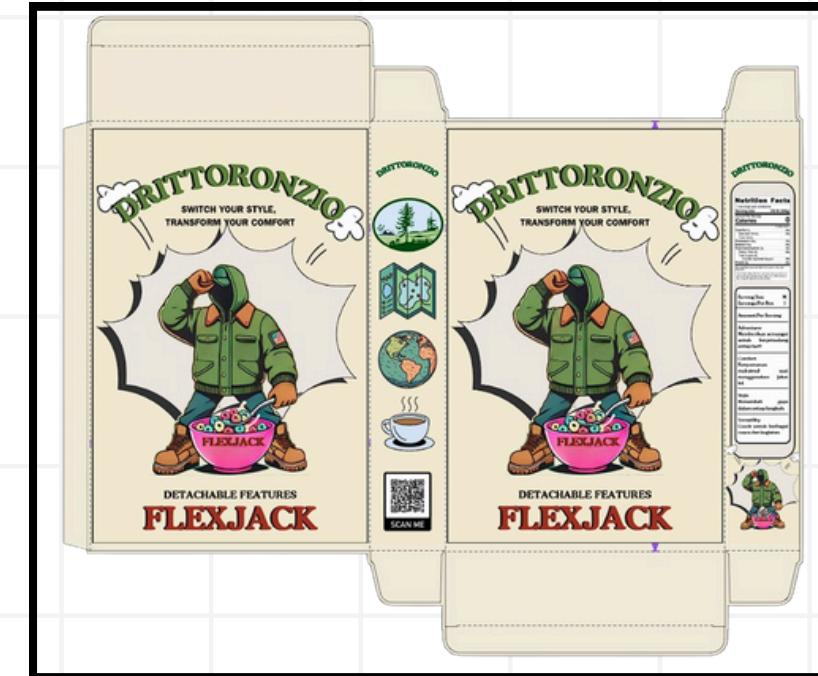
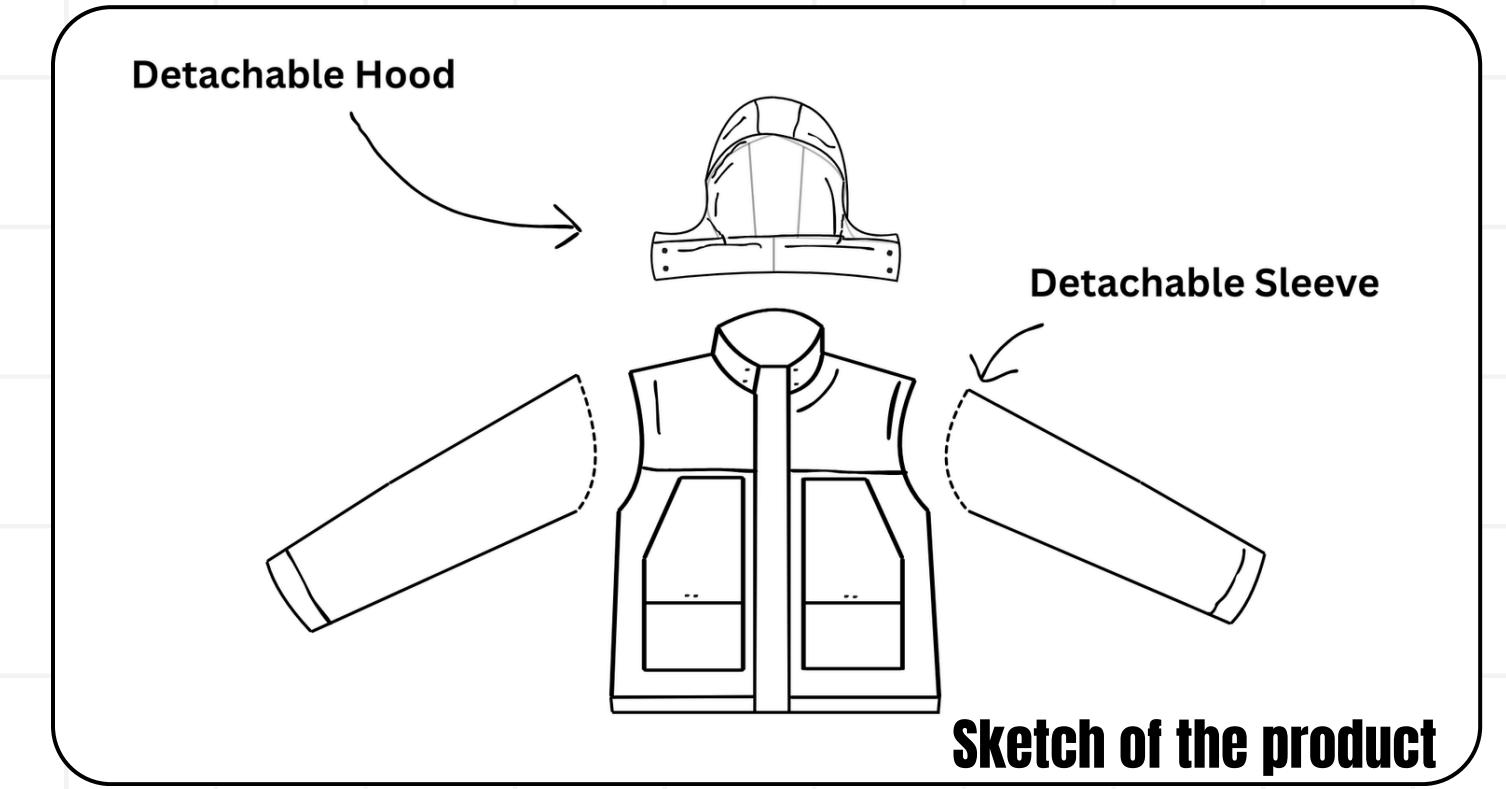
Responsible for serving as a liaison between the organizing committee and speakers during ISFEST UMN 2025. Assisted speakers, ensured their needs were met, and maintained smooth communication and coordination throughout the event. This role enhanced my skills in communication, problem-solving, and time management within the context of a student organization event.



SECURITY OFFICER, APRIL - OCTOBER 2025

Contributed to maintaining order and safety throughout Euforia UMN 2025. Responsible for monitoring the event area, managing participant entry and exit flow, and responding promptly to emergency situations. This role developed my leadership, teamwork, and decision-making skills under pressure.

DRITTORONZIO FLEX JACKET

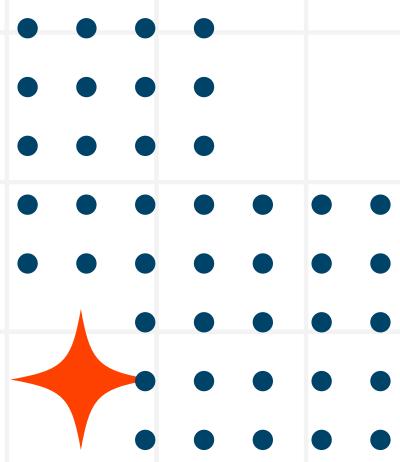


PROJECT 1 - MARKETING MANAGEMENT

DEVELOPED BRAND INNOVATION FOR DITTORONZIO BY INTRODUCING DETACHABLE JACKETS WITH REMOVABLE SLEEVES AND HOOD. DESIGNED A DEDICATED CAMPAIGN FOR THE PRODUCT LAUNCH, FEATURING EXCLUSIVE LIMITED EDITION PACKAGING



DRITTO RONZIO MARKETING



| TUJUAN PESAN | MESSAGE | PROMOTIONAL MIX | MEDIA | Januari | | | | Februari | | | | Maret | | | | April | | | | Mei | | | | Juni | | | | | | |
|---|--|---|-------------------------|---------|----|----|----|----------|----|----|----|-------|----|----|----|-------|----|----|----|-----|----|----|----|------|----|----|----|--|--|--|
| | | | | W1 | W2 | W3 | W4 | W1 | W2 | W3 | W4 | W1 | W2 | W3 | W4 | W1 | W2 | W3 | W4 | W1 | W2 | W3 | W4 | W1 | W2 | W3 | W4 | | | |
| Cognitive Stage: Awareness & Acknowledge | Jaket multifungsi, solusi cuaca berubah-ubah | Advertising: IG Story, Video Tiktok, Pamflet atau Brosur | Instagram | 1 | | | 4 | | | 2 | | 1 | | | 2 | | 1 | | | | | | | | | | | | | |
| | Switch Your Style, Transform Your Comfort: Jaket fleksibel dan stylish untuk aktivitas apa pun | | Tiktok Ads | 1 | | | 5 | | | 1 | | 2 | | | 2 | | 1 | | | | | | | | | | | | | |
| | | | Brosur | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Affecive Stage: Emotional Engagement | Fleksibilitas Gaya yang Tak Tertandingi dengan FlexJack | Public Relations: Collaborative Content With Outdoor Influencer | YouTube | 1 | | | | | | | | 1 | | | | | | | | | | | | | | | | | | |
| | Fleksibilitas untuk Setiap Petualangan Outdoor | | Instagram | | | 23 | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | Tiktok | | | 21 | | | | | | | | | | | | | | | | | | | | | | | | |
| Conative Stage: Action | Promo diskon bulanan (1.1 - 6.6) | Sales Promotion: Flash Sale | Instagram Post and Live | | 9 | | | | 10 | 25 | | | 12 | 22 | | | 14 | | | | 30 | 10 | 30 | | | | | | | |
| | Diskon pertengahan tahun (Libur Musim Panas) | | Shopee | 1 | | | 2 | | | 3 | | 4 | | | 5 | | 6 | | | | | | | | | | | | | |
| | | | Tokopedia | 1 | | | 2 | | | 3 | | 4 | | | 5 | | 6 | | | | | | | | | | | | | |
| | | | Online Shop | | | | | | | | | | | | | | | | | | | | | | | | | | | |

| TUJUAN PESAN | MESSAGE | PROMOTIONAL MIX | MEDIA | Juli | | | | Agustus | | | | September | | | | Oktober | | | | November | | | | Desember | | | | | | |
|---|--|---|-------------------------|------|----|----|----|---------|----|----|----|-----------|----|----|----|---------|----|----|----|----------|----|----|----|----------|----|----|----|--|--|--|
| | | | | W1 | W2 | W3 | W4 | W1 | W2 | W3 | W4 | W1 | W2 | W3 | W4 | W1 | W2 | W3 | W4 | W1 | W2 | W3 | W4 | W1 | W2 | W3 | W4 | | | |
| Cognitive Stage: Awareness & Acknowledge | Jaket multifungsi, solusi cuaca berubah-ubah | Advertising: IG Story, Video Tiktok, Pamflet atau Brosur | Instagram | 1 | | | 4 | | | 2 | | 1 | | | 2 | | 1 | | | | | | | | | | | | | |
| | Switch Your Style, Transform Your Comfort: Jaket fleksibel dan stylish untuk aktivitas apa pun | | Tiktok Ads | 1 | | | 5 | | | 1 | | 2 | | | 2 | | 1 | | | | | | | | | | | | | |
| | | | Brosur | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Affecive Stage: Emotional Engagement | Fleksibilitas Gaya yang Tak Tertandingi dengan FlexJack | Public Relations: Collaborative Content With Outdoor Influencer | YouTube | 1 | | | | | | | | 1 | | | | | | | | | | | | | | | | | | |
| | Fleksibilitas untuk Setiap Petualangan Outdoor | | Instagram | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | Tiktok | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Conative Stage: Action | Promo diskon bulanan (1.1 - 6.6) | Sales Promotion: Flash Sale | Instagram Post and Live | | 9 | | | 10 | 25 | | | 12 | 22 | | | 14 | | | | | | | | | | | | | | |
| | Diskon akhir tahun (End Year Sale) | | Shopee | 7 | | | 8 | | | 9 | | 10 | | | 11 | | 12 | | | | | | | | | | | | | |
| | | | Tokopedia | 7 | | | 8 | | | 9 | | 10 | | | 11 | | 12 | | | | | | | | | | | | | |
| | | | Online Shop | | | | | | | | | | | | | | | | | | | | | | | | | | | |

| | | | | Biaya | | | | Total Biaya | | | |
|---|---|--|-------------------------|----------------|------------|--------|------------|-------------|--------|--------|-------------|
| | | | | Instagram | Tiktok Ads | Brosur | YouTube | Instagram | Tiktok | Brosur | YouTube |
| Cognitive Stage: Awareness & Acknowledge | Advertising: IG Story, Video Tiktok, Pamflet atau Brosur | | Instagram | 1.000.000 x 12 | | | 12.000.000 | | | | |
| | | | Tiktok Ads | 750.000 x 12 | | | 9.000.000 | | | | |
| | | | Brosur | 1.000.000 | | | 1.000.000 | | | | |
| Affecive Stage: Emotional Engagement | Public Relations: Collaborative Content With Outdoor Influencer | | YouTube | 4.000.000 x 4 | | | 16.000.000 | | | | |
| | | | Instagram | 3.000.000 | | | 3.000.000 | | | | |
| | | | Tiktok | 4.000.000 | | | 4.000.000 | | | | |
| Conative Stage: Action | Public Relations : Kolaborasi Dengan Komunitas Outdoor | | Instagram Post and Live | 3.000.000 x 12 | | | 36.000.000 | | | | |
| | | | Shopee | 6.000.000 | | | 6.000.000 | | | | |
| | | | Tokopedia | 6.000.000 | | | 6.000.000 | | | | |
| | Sales Promotion: Flash Sale | | Online Shop | 7.000.000 | | | 7.000.000 | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | 100.000.000 |

Created a comprehensive 12-month marketing timeline across various media platforms

Developed a detailed budgeting plan with a total budget of Rp 100.000.000 for market Dritto Ronzio product innovation “Detachable Jacket”

PROJECT 02

I WORKED ON A PROJECT CALLED SUSTAINIFY, AN INNOVATIVE PLATFORM DESIGNED TO CONNECT CONSUMERS WITH ECO-FRIENDLY PRODUCTS. THE MAIN OBJECTIVE OF THIS PROJECT WAS TO BUILD A SUSTAINABLE SHOPPING ECOSYSTEM BY CURATING PRODUCTS THAT ENSURE BOTH HIGH QUALITY AND A POSITIVE ENVIRONMENTAL IMPACT. THROUGH SUSTAINIFY, WE AIMED TO MAKE GREEN LIFESTYLES MORE ACCESSIBLE AND TO ENCOURAGE A SHIFT TOWARD A MORE SUSTAINABLE FUTURE.

PROJECT 03

OPERATION MANAGEMENT FORECASTING & RESEARCH

FORECASTING

| Bulan | Penjualan | Moving Average (MA4) |
|-----------|-----------|-----------------------------|
| Juli | 143 | $(137+145+141+150)/4 = 143$ |
| Agustus | 137 | $(145+141+150+143)/4 = 145$ |
| September | 136 | $(141+150+143+137)/4 = 136$ |
| Oktober | 147 | $(150+143+137+136)/4 = 147$ |
| November | 141 | $(142+137+136+147)/4 = 141$ |
| Desember | 143 | $(137+136+147+141)/4 = 142$ |

FORECASTING

| Bulan | Penjualan | Weighted Moving Average (WMA4) |
|-----------|-----------|--|
| Juli | 143 | $[(4 \times 150) + (3 \times 141) + (2 \times 145) + (1 \times 137)] / 10 = 150$ |
| Agustus | 137 | $[(4 \times 143) + (3 \times 150) + (2 \times 141) + (1 \times 145)] / 10 = 145$ |
| September | 136 | $[(4 \times 137) + (3 \times 143) + (2 \times 150) + (1 \times 141)] / 10 = 142$ |
| Oktober | 147 | $[(4 \times 136) + (3 \times 137) + (2 \times 143) + (1 \times 150)] / 10 = 139$ |
| November | 141 | $[(4 \times 147) + (3 \times 136) + (2 \times 137) + (1 \times 143)] / 10 = 141$ |
| Desember | 143 | $[(4 \times 141) + (3 \times 147) + (2 \times 136) + (1 \times 137)] / 10 = 141$ |

Developed and determined forecasting to predict future trends for beanie products, including researching and analyzing data error

FORECASTING

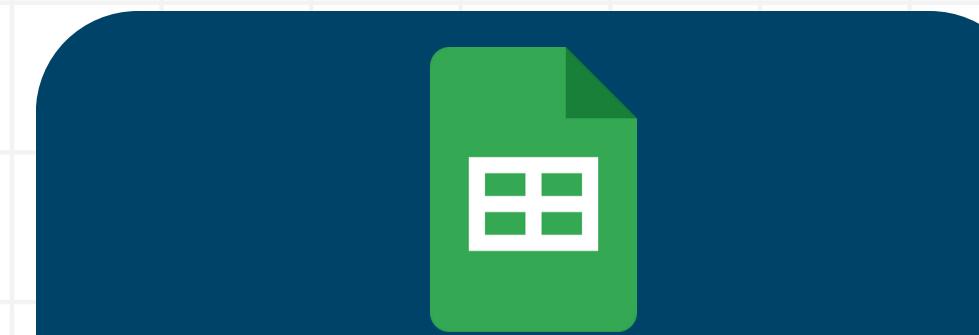
| Bulan | Penjualan | Exponential Smoothing $\alpha = 0,1$ |
|-----------|-----------|--------------------------------------|
| Juli | 143 | $112,2 + 0,1(150 - 112,2) = 115,9$ |
| Agustus | 137 | $115,9 + 0,1(143 - 115,9) = 118,6$ |
| September | 136 | $118,6 + 0,1(137 - 118,6) = 120,5$ |
| Oktober | 147 | $120,5 + 0,1(136 - 120,5) = 122,05$ |
| November | 141 | $122,05 + 0,1(147 - 122,05) = 124,5$ |
| Desember | 143 | $124,5 + 0,1(141 - 124,5) = 126,2$ |

DETERMINING MAD

| Bulan | Penjualan | Forecast with $\alpha = 0,1$ | Absolute deviation for $\alpha = 0,1$ |
|-----------|-----------|------------------------------|---------------------------------------|
| Februari | 114 | 100 | 143 |
| Maret | 137 | 101,43 | 357,7 |
| April | 145 | 105 | 402,93 |
| Mei | 141 | 109,03 | 316,64 |
| Juni | 150 | 112,2 | 377,97 |
| Juli | 143 | 116 | 268,18 |
| Agustus | 137 | 118,6 | 187,36 |
| September | 136 | 120,5 | 151,62 |

PERBANDINGAN METODE

| | MAD | MSE | MAPE |
|-------------------------|--------|--------------|---------|
| Moving average | 33,25 | 4.742,91 | 2,316% |
| Weighted moving average | 37,925 | 3.059,0475 | 2,65% |
| Exponential smoothing | 232,08 | 66.759,95663 | 16,482% |



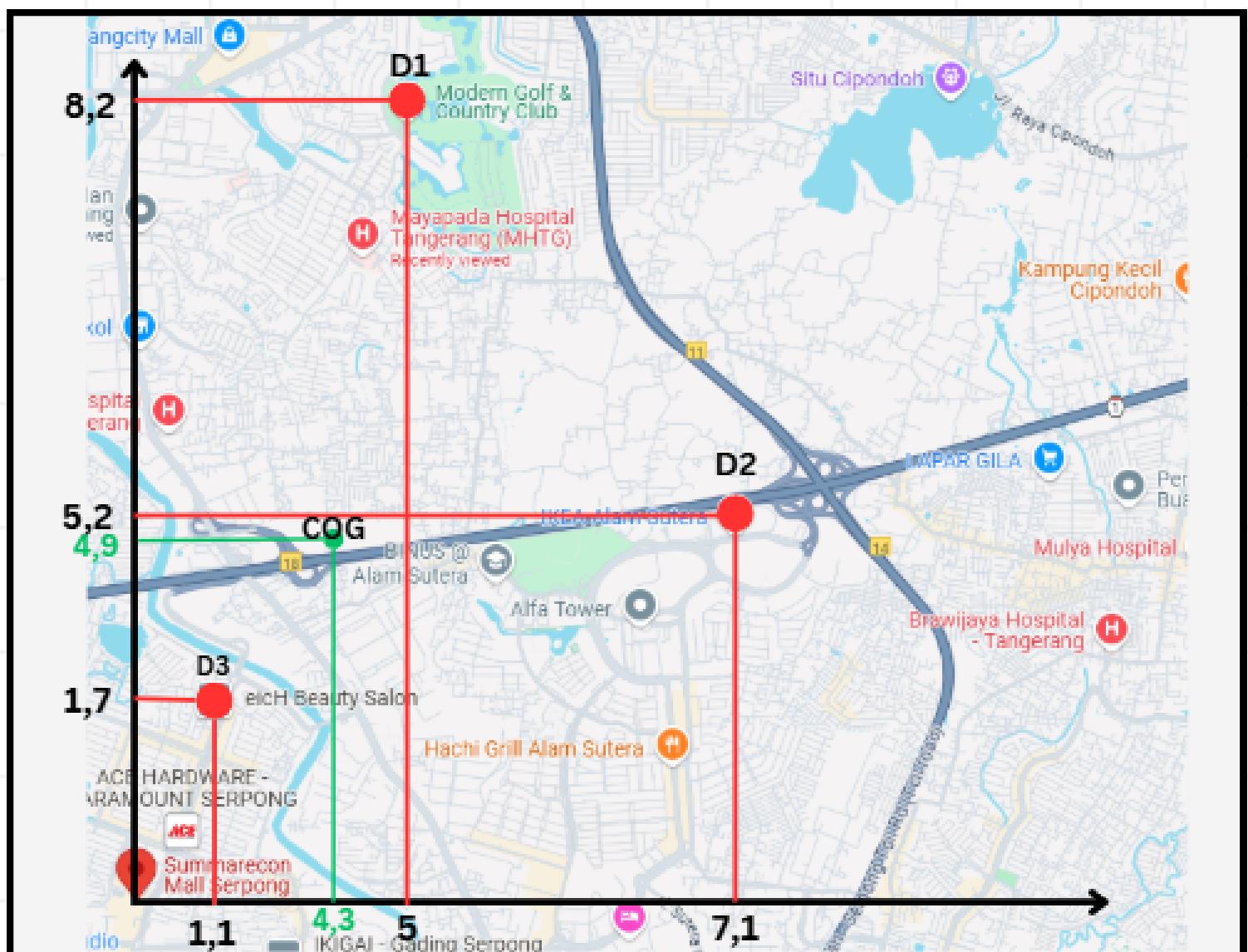
OPERATION MANAGEMENT

AREA RESEARCH



Conducted research to identify the most effective warehouse for opening a new branch in the gading serpong area, determining the most strategic and efficient location

Result



Google Maps

OPERATION MANAGEMEN

AGGREGATE PLANNING

PLAN 1

Plan 1 : Constant workforce

| Month | Production days | Production at 6 units per day | Demand forecast | Monthly inventory change | Ending inventory |
|-----------|-----------------|-------------------------------|-----------------|--------------------------|------------------|
| Januari | 24 | 144 | 100 | 44 | 44 |
| Februari | 20 | 120 | 114 | 6 | 50 |
| Maret | 24 | 144 | 137 | 7 | 57 |
| April | 24 | 144 | 145 | -1 | 56 |
| Mei | 25 | 150 | 132 | 18 | 74 |
| Juni | 23 | 138 | 139 | -1 | 73 |
| Juli | 25 | 150 | 150 | 0 | 73 |
| Agustus | 24 | 144 | 145 | -1 | 72 |
| September | 24 | 144 | 142 | 2 | 74 |
| Okttober | 25 | 150 | 139 | 11 | 85 |
| November | 23 | 138 | 141 | -3 | 82 |
| Desember | 25 | 150 | 141 | 9 | 91 |
| Total | 286 | 1716 | 1625 | | 831 |

Total units inventory carried over from one month to the next = 831
Workhouse required to produce 6 units per day : 2 worker

| Cost | | Calculation |
|--------------------|---------------|--|
| Inventory Carrying | Rp41.550.000 | (= 831 units x Rp50.000 per unit) |
| Regular-time labor | Rp91.520.000 | (= 2 workers x Rp160.000 per day x 286 days) |
| Total cost | Rp133.070.000 | |

Catatan:

Jumlah worker didapat dari = total waktu kerja per hari / jam kerja per hari

- Total waktu kerja per hari = unit per hari x waktu untuk mengerjakan 1 unit = 6 unit x 1,5 jam per unit = 9 jam
- Jumlah worker yang dibutuhkan = 9 / 8 = 1,125 dibulatkan keatas > 2.

PLAN 2

Plan 2 : Subcontracting

In-house production = 4 units per day x 286 days
= 1144 units

Subcontract units = 1625 - 1144
= 481 units

4 units per day diperoleh
dari demand per day
terkecil (Januari)

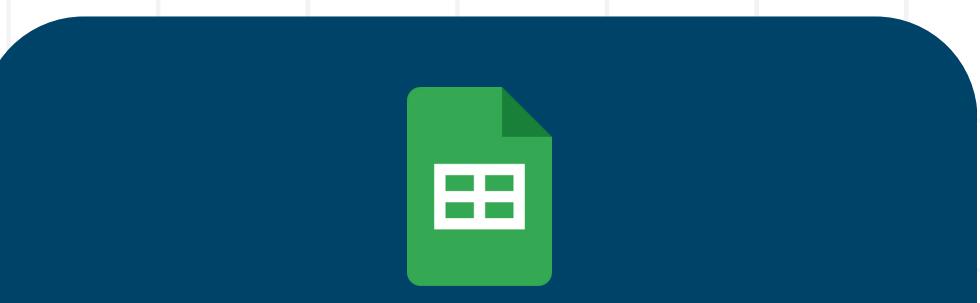
| Cost | | Calculations |
|--------------------|---------------|--------------------------------------|
| Regular-time labor | Rp91.520.000 | (= 2 workers x Rp160.000 x 286 days) |
| Subcontracting | Rp24.050.000 | (= 481 units x Rp50.000 per unit) |
| Total cost | Rp115.570.000 | |

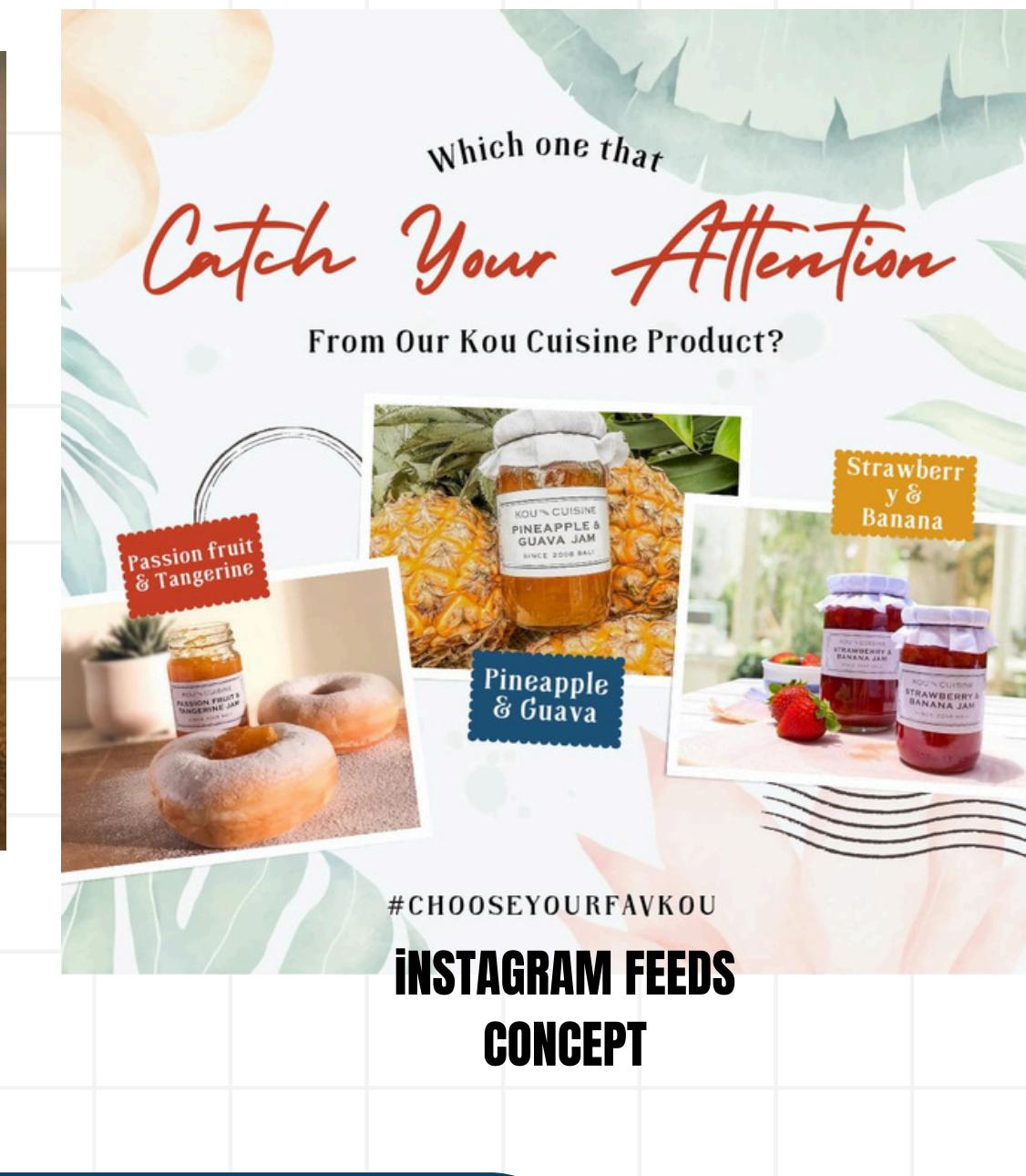
PLAN 2

Hiring and Layoffs

| Month | Forecast | Daily Production Rate | basic production cost (Units"hours/unit"Rp 20.000/hour) | Extra cost of increasing Productions (Hiring Cost) | Extra cost of decreasing Production (Layoff Cost) | Total Cost |
|-----------|----------|-----------------------|--|---|--|------------|
| Januari | 100 | 4 | 3.000.000 | (2*Rp.400.000=800.000) | - | 3.800.000 |
| Februari | 114 | 6 | 3.420.000 | - | - | 3.420.000 |
| Maret | 137 | 6 | 4.110.000 | - | - | 4.110.000 |
| April | 145 | 6 | 4.350.000 | - | - | 4.350.000 |
| Mei | 132 | 5 | 3.960.000 | - | (1*Rp.1.000.000=1.000.000) | 4.960.000 |
| Juni | 139 | 6 | 4.170.000 | 1*Rp.400.000=400.000 | - | 4.570.000 |
| Juli | 150 | 6 | 4.500.000 | - | - | 4.500.000 |
| Agustus | 145 | 6 | 4.350.000 | - | - | 4.350.000 |
| September | 142 | 6 | 4.260.000 | - | - | 4.260.000 |
| Okttober | 139 | 6 | 4.170.000 | - | - | 4.170.000 |
| November | 141 | 6 | 4.230.000 | - | - | 4.230.000 |
| Desember | 141 | 6 | 4.230.000 | - | - | 4.230.000 |
| TOTAL | | | 48.750.000 | 1.200.000 | 1.000.000 | 50.950.000 |

Developed and planned an Aggregate planning strategy by creating 3 distinct planning scenarios (Constant workforce, Subcontracting, and Hiring and Layoffs)





PROJECT 04

INTEGRATED MARKETING COMMUNICATION (IMC)

Worked as a Strategic Marketing & Creative Planner for the Integrated Marketing Communication project of KOU Cuisine, responsible for developing brand analysis, communication strategy, creative concepts, and media planning with budget allocation for a 6-month campaign. The project focused on building brand awareness and brand preference through storytelling, digital content, events, and PR, aligned with the brand's handmade and natural positioning.

THANK YOU

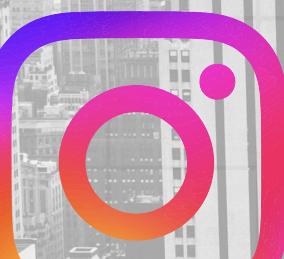
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LETS WORK TOGHER