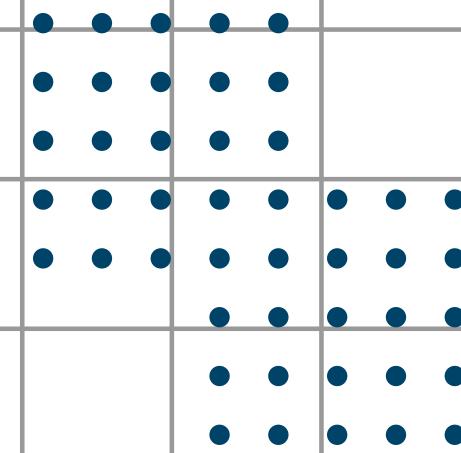
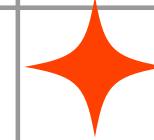
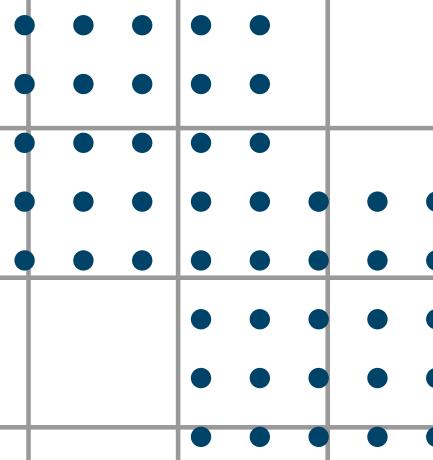


CREATIVE PORTFOLIO

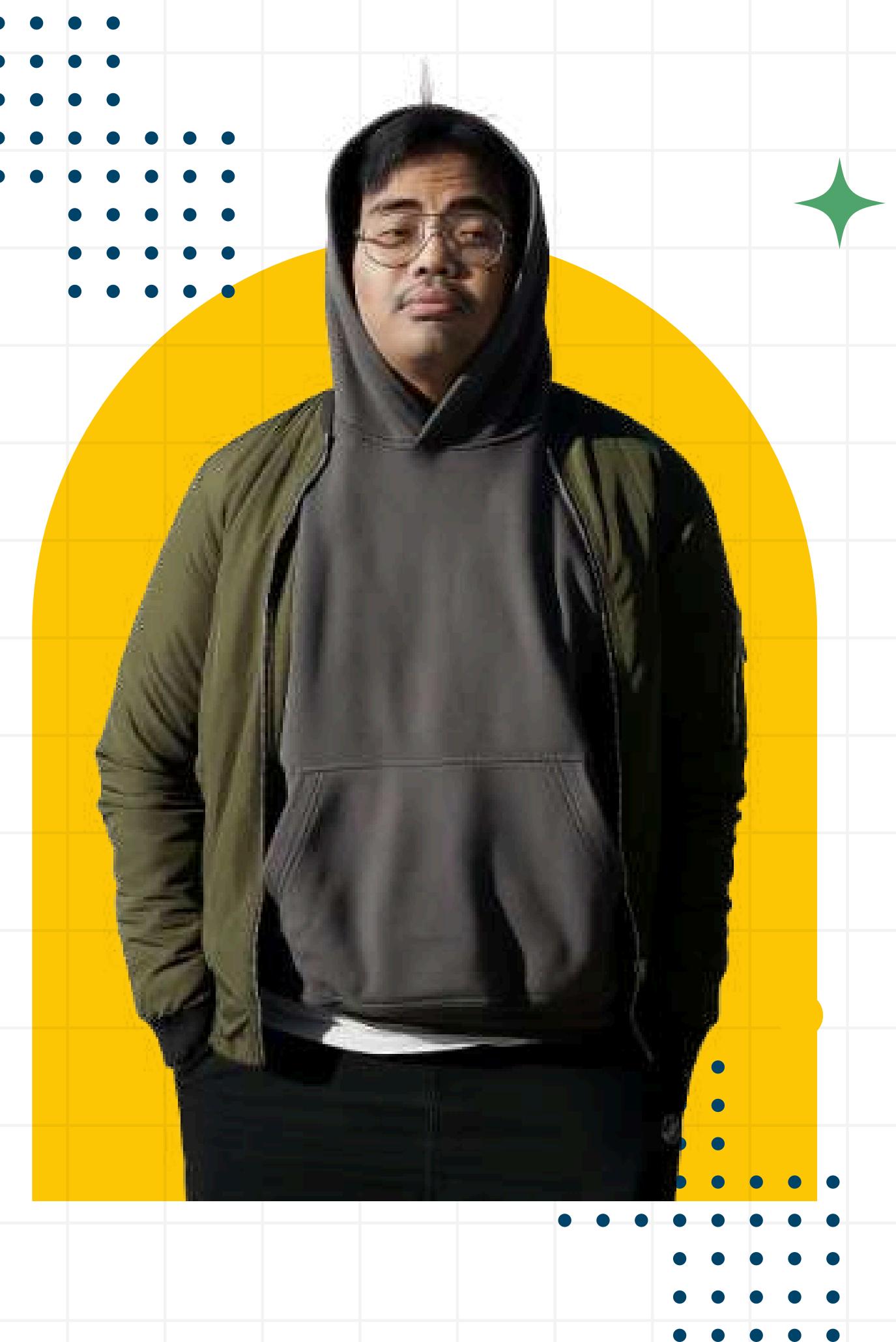
**FAIPUTRA TYAN
NUGRAHA**



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

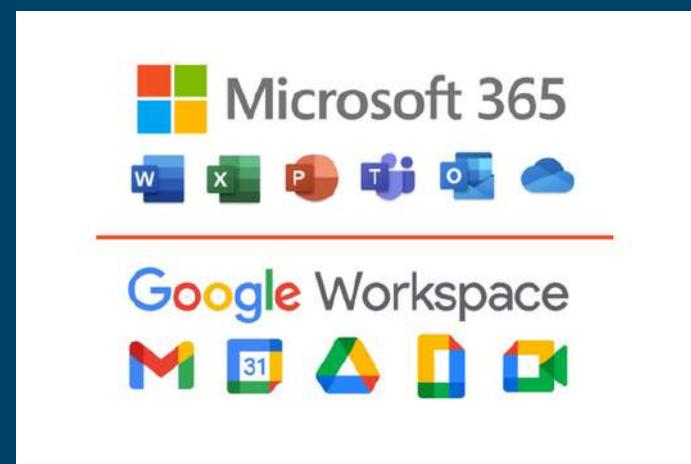
**Faculty of Business
Bachelor of Management**



SMAN 3 KAB TANGERANG, 2020 - 2023

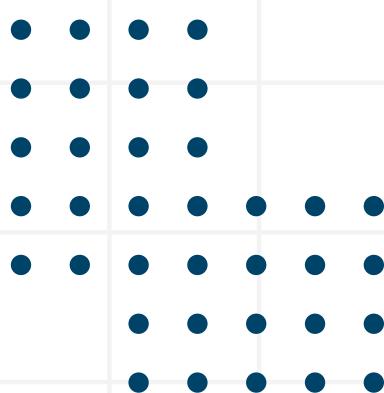
PERSONAL SKILLS

TOOLS



SOFT SKILL

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



WORK 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.

PROJECT 01

DIRITTO RONZIO MARKETING

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

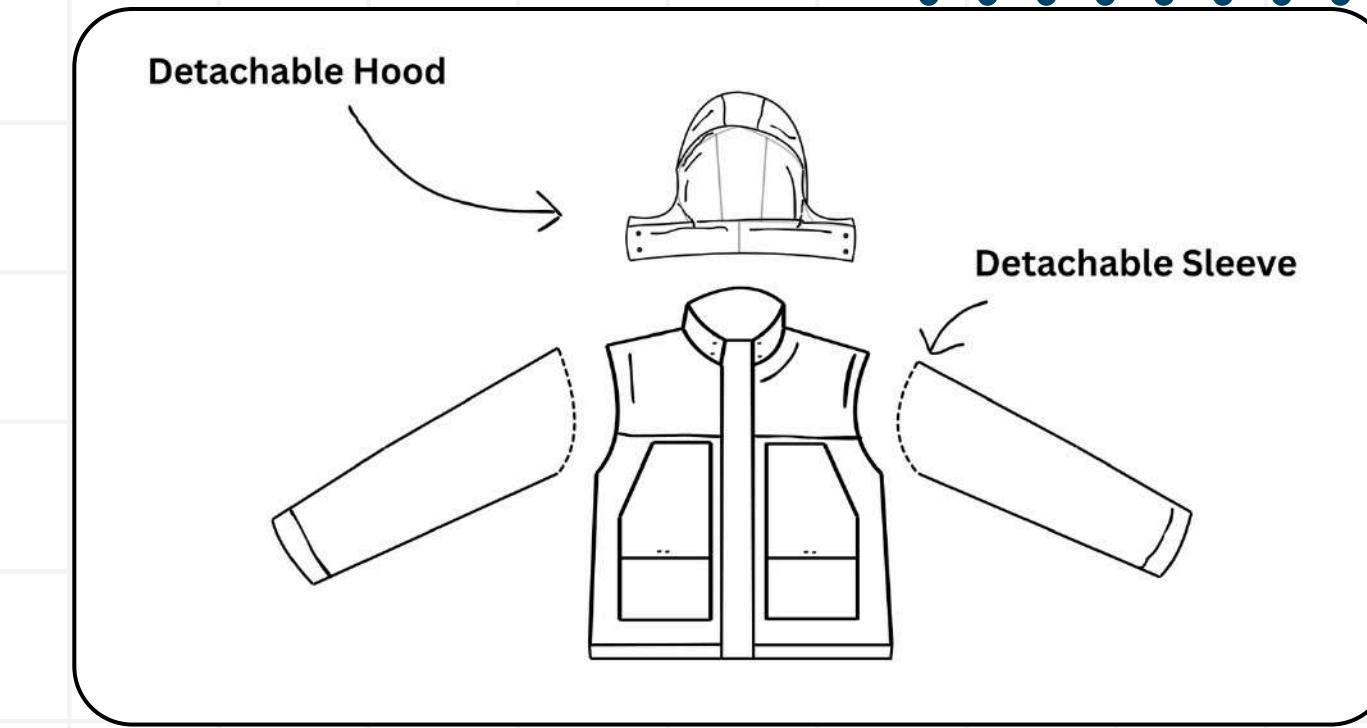
DIRITTORONZIO FLEX JACKET



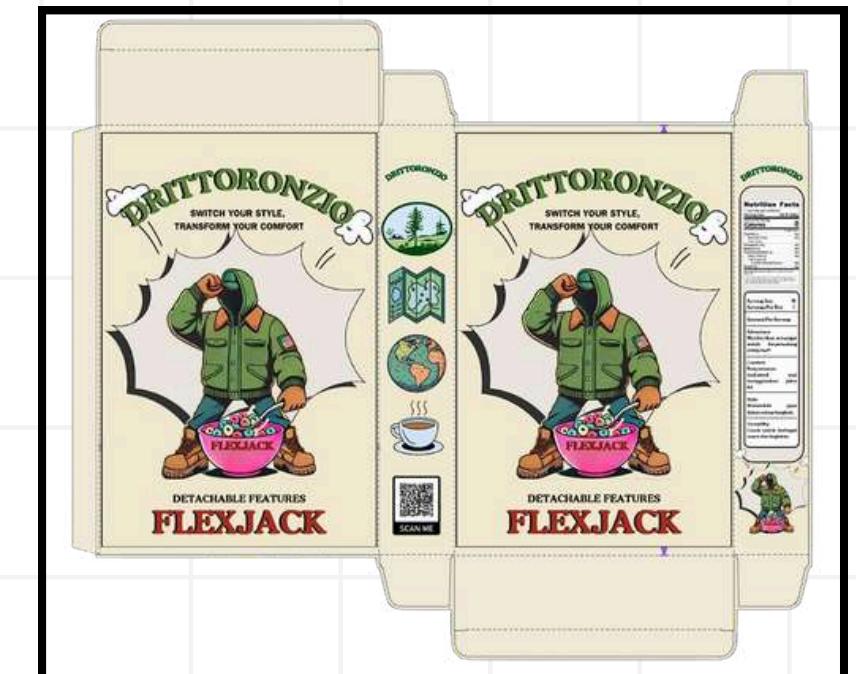
Product poster



Product poster



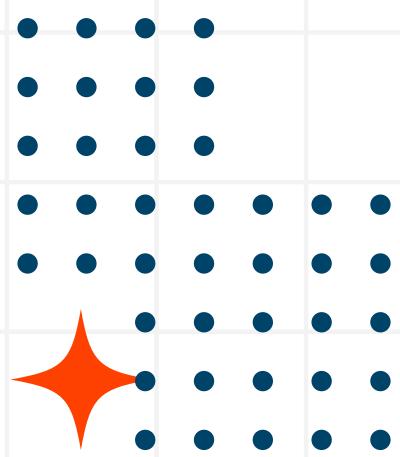
Sketch of the product



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		1		1		1		1		1		1		
	Switch Your Style, Transform Your Comfort: Jaket fleksibel dan stylish untuk aktivitas apa pun		Tiktok Ads	1		5		1		2		2		2		1		1		1		1		1		1		
	Fleksibilitas Gaya yang Tak Tertandingi dengan FlexJack		Brosur	1																								
Affecive Stage: Emotional Engagement	Fleksibilitas untuk Setiap Petualangan Outdoor	Public Relations: Collaborative Content With Outdoor Influencer	YouTube	1																								
	Fleksibilitas untuk Setiap Petualangan Outdoor		Instagram			23																						
	Fleksibilitas untuk Setiap Petualangan Outdoor		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		7		8		9		10		11		12		
	Diskon akhir tahun (End Year Sale)		Tokopedia	1		2		3		4		5		6		7		8		9		10		11		12		
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		1		1		1		1		1		1		
	Switch Your Style, Transform Your Comfort: Jaket fleksibel dan stylish untuk aktivitas apa pun		Tiktok Ads	1		5		1		2		2		2		1		1		1		1		1		1		
	Fleksibilitas Gaya yang Tak Tertandingi dengan FlexJack		Brosur	1																								
Affecive Stage: Emotional Engagement	Fleksibilitas untuk Setiap Petualangan Outdoor	Public Relations: Collaborative Content With Outdoor Influencer	YouTube	1																								
	Fleksibilitas untuk Setiap Petualangan Outdoor		Instagram																									
	Fleksibilitas untuk Setiap Petualangan Outdoor		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		13		14		15		16		17		18		
	Diskon akhir tahun (End Year Sale)		Tokopedia	7		8		9		10		11		12		13		14		15		16		17		18		
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		1		1		1		1		1		1		
	Switch Your Style, Transform Your Comfort: Jaket fleksibel dan stylish untuk aktivitas apa pun		Tiktok Ads	1		5		1		2		2		2		1		1		1		1		1		1		
	Fleksibilitas Gaya yang Tak Tertandingi dengan FlexJack		Brosur	1																								
Affecive Stage: Emotional Engagement	Fleksibilitas untuk Setiap Petualangan Outdoor	Public Relations: Collaborative Content With Outdoor Influencer	YouTube	1																								
	Fleksibilitas untuk Setiap Petualangan Outdoor		Instagram																									
	Fleksibilitas untuk Setiap Petualangan Outdoor		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		13		14		15		16		17		18		
	Diskon akhir tahun (End Year Sale)		Tokopedia	7		8		9		10		11		12		13		14		15		16		17		18		

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

				Biaya				Total Biaya			
				Instagram				Tiktok			
Cognitive Stage: Awareness & Acknowledge	Advertising: IG Story, Video Tiktok, Pamflet atau Brosur		Instagram	1.000.000 x 12				12.000.000			
				750.000 x 12				9.000.000			
				1.000.000				1.000.000			
Affecive Stage: Emotional Engagement	Advertising: Produksi Video Konten Profesional (Iklan)		YouTube	4.000.00							

PROJECT 02

SUSTAINIFY

The screenshot shows a news article from a local Indonesian website. The top navigation bar includes links for Kota Serang, Kab Serang, Cilegon, Pandeglang, Lebak, and Kota Tangerang. Below this is a horizontal menu with colored tabs: Travel (red), Akomedesi (dark blue), Kuliner (purple), Destinasi (green), and Shopping (yellow). The main headline reads "Darurat! Kementerian Lingkungan Hidup Sebut Sampah di Indonesia Capai 1,72 Miliar Ton". A sub-headline below it states "Sampah di Indonesia menjadi salah satu masalah lingkungan yang paling mendesak." The date of the article is listed as Selasa, 16 April. The editor's name is Yosep Suprayogi. The Canva logo is visible at the bottom of the slide.

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

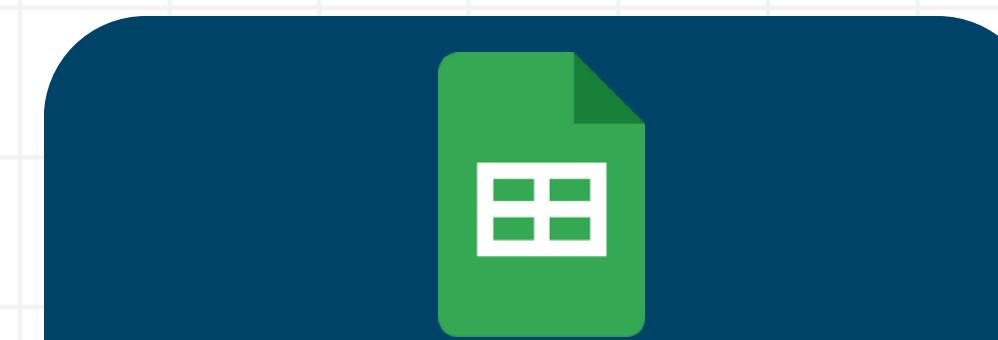
Bulan	Penjualan	Exponential Smoothing $\alpha = 0,1$
Juli	143	$112,2 + 0,1(150 - 112,2) = 115,9$
Agustus	137	$115,9 + 0,1(143 - 115,9) = 118,6$
September	136	$118,6 + 0,1(137 - 118,6) = 120,5$
Oktober	147	$120,5 + 0,1(136 - 120,5) = 122,05$
November	141	$122,05 + 0,1(147 - 122,05) = 124,5$
Desember	143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

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%



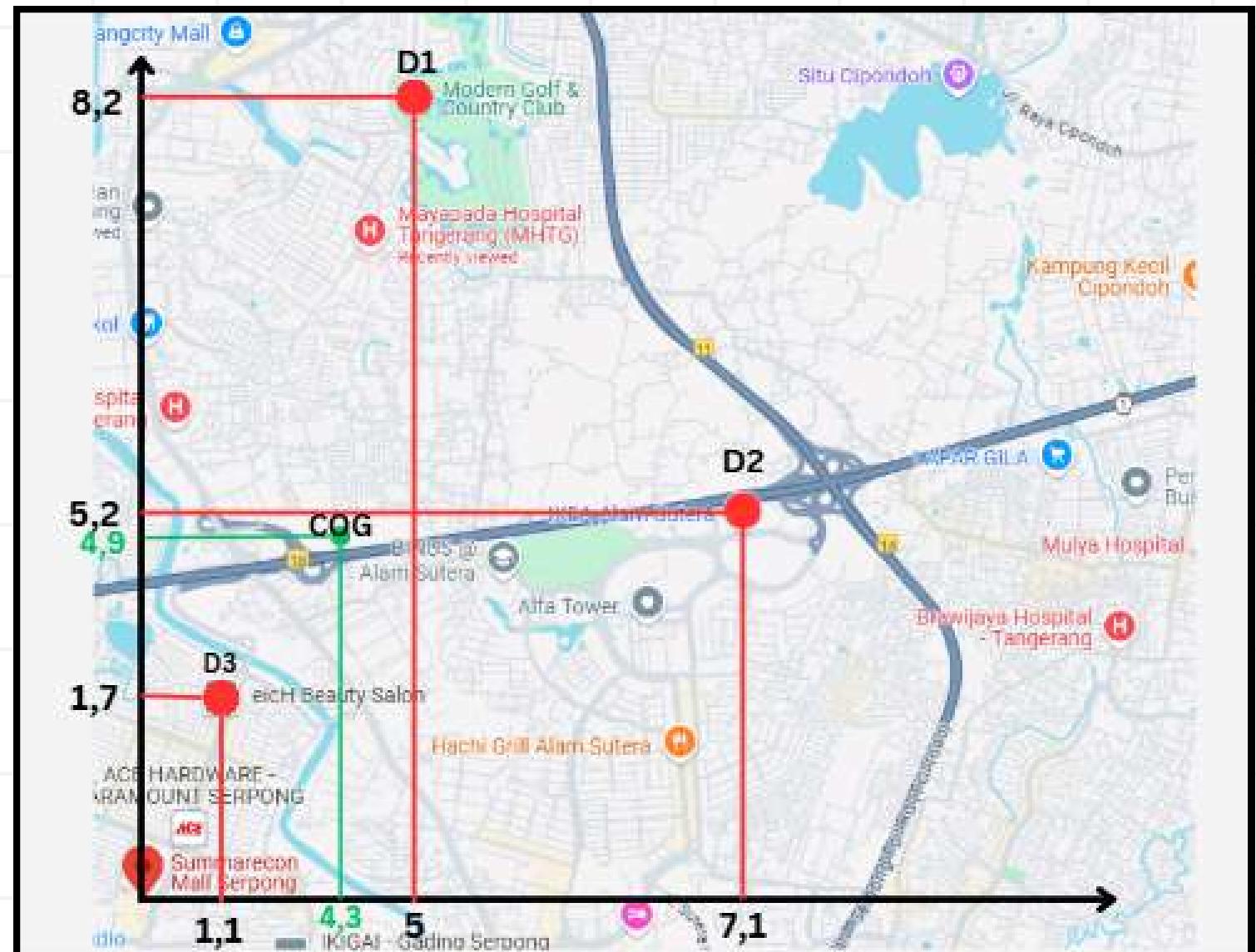
OPERATION MANAGEMENT

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



OPERATION MANAGEMENT

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 on Increasing Productions (Hiring Cost)	Extra Cost on 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)



THANK YOU

Contact Information



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LETS WORK TOGHER