



FAIPUTRA TYAN NUGRAHA

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Perumahan Tatakapuri, kabupaten Tangerang

An enthusiastic Marketing Management undergraduate student at Universitas Multimedia Nusantara, passionate about consumer behavior, digital marketing, and brand strategy. Skilled in market research, communication, and teamwork, with a drive to develop effective, data-driven marketing solutions.

Education Level

Universitas Multimedia Nusantara - Kab Tangerang, Indonesia

Aug 2023 - Aug 2027 (Expected)

Bachelor of Bachelor of Management – Universitas Multimedia Nusantara (UMN) The Bachelor of Management program at Universitas Multimedia Nusantara offers comprehensive studies in business and organizational management, covering areas such as Finance, Operations, Human Resource Management, Entrepreneurship, and Marketing. Among these concentrations, I chose to specialize in Marketing, focusing on consumer behavior, digital marketing, market research, and brand strategy to develop a deeper understanding of how to create and deliver value in competitive markets., 3.76/4.00

SMA Negeri 3 Kabupaten Tangerang

High School Diploma in Completed Senior High School with a specialization in Natural Sciences (IPA), focusing on Mathematics, Physics, Chemistry, and Biology. The program strengthened my analytical thinking, logical reasoning, and problem-solving skills through scientific and quantitative learning., 86.00/100.00

Work Experiences

PT. Solusi Inspirasi Kreatif (SORE) - Jakarta, Indonesia

Dec 2025 - Present

Digital Marketing intern

PT. Inspirasi Solusi Kreatif (SORE) is a creative and strategic solutions company focused on supporting brand development and business growth. SORE assists clients in creating innovative ideas, concepts, and strategies through a collaborative, research-driven approach aligned with current market trends. Committed to quality and relevance, SORE serves as a trusted partner in delivering sustainable and value-added creative solutions.

- Managed and optimized the Adakom website (a subsidiary of SORE) to support SEO performance.
- Wrote and published 16 SEO-optimized articles based on research and monitoring of 5–10 target keywords.
- Implemented on-page SEO optimizations, including meta titles, meta descriptions, headings, and internal linking.
- Assisted in setting up and monitoring Meta Ads (Facebook & Instagram) and supported SEM (Google Ads) when required.
- Tracked website and campaign performance using basic metrics such as traffic, reach, impressions, and engagement.

Organisational Experience

GIVERA 2025 - Fundraising/Givera/Tangerang

Jan 2025 - May 2025

Registration Division Member

Givera is a fundraising event organized as part of the Meetings, Incentives, Conventions, and Events (MICE) course at Universitas Multimedia Nusantara. The event aimed to raise funds through sponsorships and donations to support Panti Asuhan Mekar Lestari, an orphanage located in South Tangerang, Banten, which houses more than 50 residents. Givera served as a platform for students to apply practical event management, communication, and marketing skills to create social impact through collaborative efforts.

- Managed registration records and donation data from 50+ donors, both internal and external to the university.
- Coordinated sponsorship communication with Merbabu, a local fashion business, securing the event's main sponsor.
- Collaborated with a 3-member registration team to process donor entries and ensure accurate fundraising documentation.
- Contributed to the event's success by helping raise over IDR 6,500,000, supporting Panti Asuhan Mekar Lestari in South Tangerang.
- Applied marketing and event management knowledge to strengthen stakeholder relationships and promote social impact awareness.

ISFEST UMN - Tangerang, Indonesia

Apr 2025 - Nov 2025

Liaison Officer

Information System Festival (ISFEST) is an annual national and international event organized by HIMSU UMN, featuring seminars and competitions in technology and innovation. The event includes three main competitions, Esports Tournament, UI/UX Competition, and Data Competition, with over 70 participants and a total prize pool exceeding IDR 15,000,000.

- Coordinated communication between 70+ participants, 2 seminar speakers, and 3 judges for each UI/UX and Data Competition.
- Supported event logistics for 3 national and international competitions with a total prize pool exceeding IDR 15 million.
- Assisted in managing event schedules and delivering a seamless participant experience to strengthen ISFEST's professional brand image.
- Applied marketing communication skills to ensure consistent and positive interactions across participants, judges, and committees.

EUFORIA UMN - Tangerang, Indonesia

Apr 2025 - Nov 2025

Security Officer

Euforia UMN 2025 is an annual festival organized by the Himpunan Mahasiswa Manajemen (HMM) Universitas Multimedia Nusantara. The event features a vibrant mix of competitions, a business case challenge, a bazaar for local vendors, and a large-scale music concert, attracting around 1,000 attendees. It serves as a platform for students, entrepreneurs, and performers to collaborate, showcase creativity, and celebrate the UMN community spirit.

- Maintained safety and crowd management for a large-scale university concert attended by approximately 1,000 participants.
- Collaborated with multiple divisions to improve event flow, ensuring a positive attendee experience and strong brand impression.
- Supported the setup and security of the Business Case Competition and vendor booths, contributing to audience engagement and event promotion.
- Strengthened teamwork and problem-solving skills while applying marketing insight to enhance participant satisfaction and event reputation.

Skills

Hard Skills : Market research, Microsoft office, Canva, Basic SEO & Google analytics, Brand management, Presentation, Content creation.

Soft Skills : Teamwork & Collaboration, Communication, Adaptability, Customer-Oriented mindset, Creativity, Time management.