

Ahmad Ghazy Lilhaq

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EDUCATION

University of Indonesia

Sept 2020-Present

Bachelor of Economics

Major in Business Management, Minors in Marketing

Cumulative GPA: 3.6/4.0

Relevant Coursework : Introduction to Information Technology, Marketing Communication, Product and Price Management, Consumer Behavior, Marketing Management, Information Management

LEADERSHIP AND WORK EXPERIENCES

XL Axiata

Digital Customer Experience Intern

Feb-Jun 2023

- Acted as a product manager, focusing on enhancing customer experience through initiatives and journey design.
- Successfully launched 10+ features across all XL digital products.
- Achieved and maintain an outstanding Net Promoter Score of up to 55 points.
- Worked with cross-functional engineering, design, and marketing teams to develop end-to end product strategies.
- Analyzed 20+ markets, competitions, and user requirements to present new product initiatives.
- Gathered and analyzed millions user-submitted surveys.

BEM FEB UI

Arts and Culture Appreciation Department Staff

Feb-Dec 2021

- Take full control of social media for a year with 97% stakeholder satisfaction with the design.
- Proactive in Implementing 12 work programs that are external and internal.
- Become an event planner to build a virtual exhibition with 2000+ number of visitors.
- Communicate with other stakeholder.

FExB

Marketing Manager

Jul-Dec 2021

- Increase followers by 400+ accounts reached by 1000+, and engagement rate by 4.38%.
- Managing, and creating content for FExB social media such as Instagram, Tiktok, and Twitter.
- Produced 30+ TikTok videos and created 25+ interactive content spread on Instagram, Twitter, and Line.
- Building beneficial partnerships agreements with 30+ media partners.

The 19th Economics

Business Partnership Expert Staff

Aug-Dec 2021

- Negotiate with 20+ potential companies and have successfully collaborated with over 30 companies.
- Building beneficial partnerships agreements with companies and managed to achieve a total value of more than Rp120 Million during pandemic for the Economix FEB UI event.

ADDITIONAL

Technical Skills: • Project Management Tools • Product Management Concept • Microsoft Office

Certification & Training: • Intermediate SQL (DataCamp) • Become a Product Manager (Udemy) • Complete Web & Mobile Designer (Udemy) • Java Programming Masterclass (Udemy)

Honors: • Representative of Indonesia in JENESYS 2018 • Best Staff of Arts and Cultural Departement BEM FEB UI • Best Staff of 19th FEBUI CUP • Initiate and lead the relaunch of the GreyArmy organization