



NURFIKRIYADI

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EDUCATION

INSTITUT TEKNOLOGI BANDUNG

Bandung, Indonesia, 2015-2016
Master of Business Administration
School of Business and Management
GPA: 3.89

INSTITUT PERTANIAN BOGOR

Bogor, Indonesia, 2010-2014
Department of Management
(Marketing Concentration)
Faculty of Economics And Management

SMAN 1 CIREBON

Cirebon, Indonesia, 2007-2010
Nature Science



AWARDS

Grand Finalist (Big 5)

Management Expo "Sumatera, Jawa, and Bali
Marketing Competition"
Jakarta, Indonesia, 2013

3rd Place

Marketing Debate Competition
Department of Management
Institut Pertanian Bogor
Bogor, Indonesia, 2012



SUPPORTING ACTIVITIES

TRAINING OF TRAINER GOOGLE APPS FOR EDUCATION

Bogor, Indonesia, 2013

MARKETING COMMUNICATION WORKSHOP KOMPAS

Bogor, Indonesia, 2013



PROFESSIONAL EXPERIENCE

GRAK Consultant

Project Support
Dec 2015-March 2016

Act as Project Support, especially as an evaluator for Evaluasi Program Penciptaan Wirausaha Baru Kota Bandung, key responsibility includes: 1. Preparing the program proposal 2. Communicate with the surveyor 3. Maintain relationship with Satuan Kerja Pemerintah Daerah (SKPD) like Dinas Pendidikan, Dinas Pemuda dan Olahraga, etc. 4. Make the evaluation tools for the program

PT. CREATIVE VISIONS INDONESIA

Digital Marketing Planner Intern,
Nov 2014-Dec 2014

As Digital Marketing Planner, I have responsible to: - Make digital strategy base on client industries and objective - Make media plan and campaign strategies and structure - Create and optimize campaign performance - Analyze digital campaigns and find some insights - Manage good relationship with media and clients



ENTREPRENEURIAL EXPERIENCE

Batik Nation

Creative Manager
Mar 2015- September 2016

Batik Nation offers new innovations in the application of traditional Indonesian original fabrics into an modern outfit. Responsible for the marketing and operational activity. Key responsibilities include: 1. Finding insights on fashion media to read the market and implement it to become a product. 2. Maintain relationship with third party partners like tailor, packaging vendor, and freelance fashion model. 3. Define and execute the marketing strategy to drive sales, includes: website designing, instagram feed planning, social media monitoring, social media ads, etc.

Bos Kerang

Marketing Manager
Aug 2015-Jul 2016

Bos Kerang is the first seafood restaurant that specialized in kerang dishes. Responsible for the general things, especially in marketing activity. Key responsibilities include: 1. Create the brand guideline 2. Deliver the insight from the market to the operational department. 3. Maintain relationship with shell supplier 4. Define and execute the marketing strategy to drive sales.



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ORGANIZATION EXPERIENCES

KELUARGA ALUMNI FAKULTAS EKONOMI&MANAJEMEN IPB

Head of Business and Partnership, 2016-Present

Acting as a head who manages a team that consist of FEM alumni across Indonesia, who responsible in finding the way to earn resources that could make the organization run well

ASOSIASI MAHASISWA MBA CCE ITB

Head of Communication and Information Department, Jan 2016--Aug 2016

Responsible in collecting the database of MBA CCE students and alumni, and spread the useful information for CCE students from the social media platform.

STUDENTSXCEOS JAKARTA CHAPTER

Chief Marketing Officer, 2013-2014

The Chief with 5 staff in handling organization's branding through social media, website, partnership, and graphic design.

YOUNG ON TOP CAMPUS AMBASSADOR

PIC Of Young On Top Kaskus Community, 2012-2014

A mentorship program which granted to selected students. In this mentorship program, the YOT CA, given much learning, maturing mind and character.

FORUM INDONESIA MUDA

Member, 2014

FIM (Forum Indonesia Muda) is an independent forum that is comprised of youth and students from various universities and youth organizations in Indonesia.

BADAN EKSEKUTIF MAHASISWA KM IPB

PIC of Art and Design in Campus Policy Department, 2013

Handling the graphic design things of our department's events like poster, banner, etc.

BADAN EKSEKUTIF MAHASISWA FEM IPB

Head of Art and Culture Department, 2011-2012

Acting as a head who manages 7 staff in holding a national art competition that involves around 300 high school students in Indonesia.

THE 3rd STUDENTSXCEOS SUMMIT

Head of Public Relation Division, 2014

Acting as a head who manages a team which in charge of promoting the event and establish communication with the participants through facebook, twitter, and email.

FEMily Day 2012

Project Officer, 2012

Handling one of Faculty Dies Natalis Events which involving all the people on the faculty, including lecturer, students, staff, until the alumni.

"I have no special talent. I am only passionately curious."

Albert Einstein