



MUHAMAD IKHSAN

Jl Mesjid Baru, Pasar Minggu - Jakarta Selatan

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Email: ikhsanshahab@gmail.com

Age: 26

"Project Manager | Strategist | Analyst | Socmed | SEO"

Universitas Negeri Jakarta ' 2007-2011

| 03 ' 2012 – 07 ' 2015 |

Account Executive ^ PT. Nadyne Media Tama

- ▶ Social Media – **Yamaha Motor Indonesia**
| Content Manager | Analyst | Strategist | Reporting
- ▶ Digital Campaign – **Jupiter Z1 Drag Games ' Yamaha '**
| Strategist | Project Manager | Reporting
- ▶ Digital Campaign – **Mio J Photo Hunter ' Yamaha '**
| Strategist | Project Manager | Reporting
- ▶ Digital Campaign – **Launching New Vixion ' Yamaha '**
| Strategist | Project Manager | Reporting
- ▶ Digital Campaign – **Harlem Shake Video Competition ' Yamaha '**
| Strategist | Project Manager | Reporting
- ▶ Website – **Motodream ' www.motodream.net '**
| Project Manager | Analyst | SEO | Reporting | Content Manager
- ▶ Website – **MT-09 ' www.yamaha-motor.co.id/mt-09 '**
| Project Manager | SEO
- ▶ Website – **Yamaha Motor Indonesia ' www.yamaha-motor.co.id '**
| Project Manager | Analyst | SEO | Reporting | Content Manager
| Activation | Keyword Analyst | Strategist

| 08 ' 2015 – 11 ' 2015 |

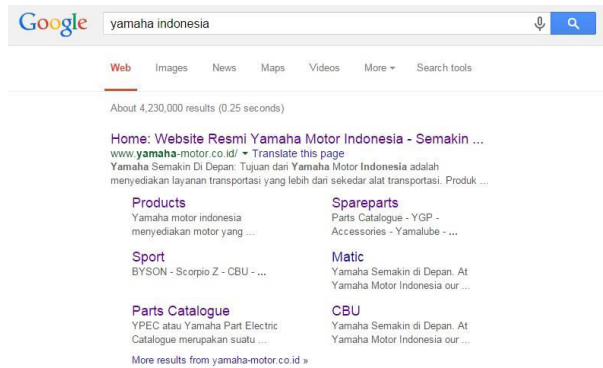
Senior Communication ^ PT. Bumi Nawa

Strategist > Project Manager > Content Manager > Analyst > Reporting

- ▶ Social Media – **Conwood Indonesia, CISO & VALUES Magazine**
- ▶ Website – **Conwood Indonesia ' www.conwood.co.id '**
- ▶ Website – **CISO ' www.ciso.co.id '**
- ▶ Website – **VALUES ' www.valuesmag.com '**

Please see more.. <http://id.linkedin.com/in/ikhsanshahab>

PORTFOLIO



SEO “Yamaha Motor Indonesia Corporate Website”



“Jupiter Z1 Drag Games “

Duration:
45 days

Results:
15.331 visitors
6.851 registers
17.418 new likes



“Mio J Photo Hunter “

Duration:
29 days

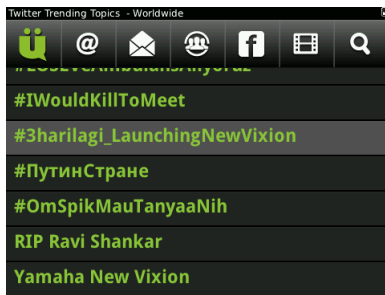
Results:
227 participants
2.459 photo submissions
91.425 new likes



“Harlem Shake with Yamaha “

Duration:
44 days

Results:
30.163 visitors
263 registers and video submissions
New product teaser awareness



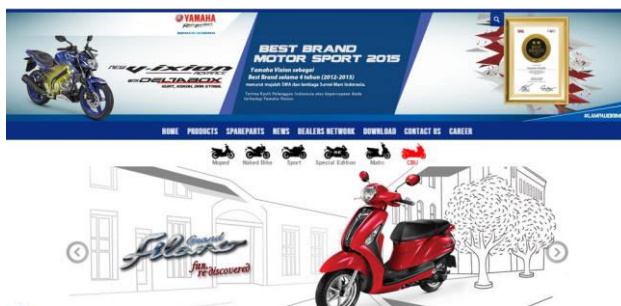
“ Launching New Vixion “

Duration:
4 days

Results:
1.265 new followers



New product awareness
Trending Topic



Yamaha Motor Indonesia
Corporate Website

www.yamaha-motor.co.id



MT-09 Product Microsite

www.yamaha-motor.co.id/mt-09



R1 Product Microsite

www.yamaha-motor.co.id/r1