



MUHAMMAD ABROR

Jakarta, Indonesia | +6282113118030 | abormhd6821@gmail.com | linkedin.com/in/abormhd

SUMMARY

A passionate Agronomy graduate with a Landscape Architecture focus, currently excelling as a Management Trainee at PT Deli Group Indonesia. Proven track record in exceeding multi-billion rupiah sales targets, executing impactful marketing strategies, and organizing high-return customer events. Skilled in social media management, content evaluation, data analysis, and creative design. Adaptable, growth-oriented, and enthusiastic about bridging creative and strategic roles.

EDUCATION

Sriwijaya University | GPA 3.31/4.00

2019-2023

- Erlangga Scholarship, 2022
- Certified Independent Study Internship, 2022
- Independence Student Exchange, 2021

EXPERIENCE

PT. Deli Group Indonesia

November 2023 – Present
Jakarta, Indonesia

Management Trainee

- Oversaw the Sulawesi, North Maluku, and Maluku regions, conducting data analysis and organizing customer engagement events, generating multi-billion rupiah in revenue.
- Successfully organized and prepared customer gatherings across various areas, which directly contributed to multi-billion rupiah in sales revenue.
- At the Makassar homebase (South Sulawesi), exceeded the 2024 annual sales target by achieving 144.5%, and delivered a 167.6% year-over-year growth compared to 2023.
- In 2025, the annual sales target was doubled (100% increase from 2024). As of April, the South Sulawesi area had already achieved 70% of this significantly increased target.

Telus International (Remote)

March 2022 – December 2023, Vancouver Canada

Social Media Evaluator

- Analyzed and rated the quality and relevance of social media content and ads, ensuring alignment with platform standards and appropriate topic categorization.
- Identified the intent behind search queries to enhance content targeting and improve user engagement.

Welocalize

March 2023 – June 2023,
Newyork, NY

Ads Quality Rater

- Assessed and rated online advertisements based on company standards.
- Provided constructive feedback to improve ad quality and analyzed over 10,000 ads to ensure compliance with quality guidelines.

April 20, 2025

SKILLS

- Social Media Management & Evaluation
 - Market Research & Consumer Insight
 - Lead Generation & Prospecting
 - Ads & Search Engine Quality Rating
 - Content Moderation
 - AI Generated Content Editing
 - Graphics Design
 - Data Analysis
 - Event & Campaign Coordination
 - Purchase Planning
 - Critical Thinking
 - Attention to detail
 - Strong Communication
 - Adaptability
 - Time Management
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ACHIEVEMENTS

- 1st Place: TikTok Competition on Earth Day (National Competition) BEM KM UNSRI • 2021
 - 1st Place: Himagrotek Photography Competition (National Competition) Himagrotek Sriwijaya University 2020
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INVOLVEMENT

Head of Information and Communication Department

March 2021 - Feb 2022

Sriwijaya University • Association of Agronomy Students

- Managed communications and social media.
- Coordinated events and promotional materials.
- Team management and budget administration.

Head of Graphic Design Division

Feb 2020 - Feb 2021

Sriwijaya University • Association of Agronomy Students

- Designed promotional materials and event graphics.
- Led the graphic design team.

Head of Media and Information Division

Feb 2020 - Feb 2021

Sriwijaya University • Wahana Mahasiswa Pecinta Alam GEMPA

- Managed social media and web content.
 - Created multimedia content and news reports.
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