

MUHAMMAD DAFFA

Bandung, Indonesia | +62 812-2071-6145 | muhammaddaffa912@gmail.com

[LinkedIn](#) | [Portfolio Website](#)

PROFESSIONAL SUMMARY

I'm a Marketing student with a strong interest in technology and hands-on experience in programming. With an extensive background in various programming language, I bring a unique perspective to digital marketing. I believe my technical skills can add value in areas such as web seo optimization, email marketing, and campaign tracking; bridging the gap between creativity and functionality in today's digital landscape.

WORK EXPERIENCE

Freelance Java Developer

Jan 2021 - Present

Self Employed / Remote

- Developed custom Minecraft plugins for more than 50 international clients, consistently delivering tailored solutions on time and within scope.
- Built and maintained strong, long-term relationships with clients from the US, Europe, and Asia through clear communication and reliable support.
- Managed end-to-end project lifecycles — from requirement gathering and coding to testing, delivery, and post-deployment support.

Research and Development Lead, Event Project with Formulatrix

Aug 2023 - Dec 2023

Formulatrix (in collaboration with Bandung State Polytechnic)

- Led the Research & Development team for a collaborative event project with Formulatrix, a multinational technology company.
- Designed and implemented structured surveys and research tools to collect data from target audiences.
- Analyzed and presented key findings to senior stakeholders, driving informed decision-making for the event.

Co-Founder & Operations Manager - Dreamlight Build Team

May 2020 - May 2022

Remote / Freelance-based Team

- Co-founded and co-managed Dreamlight, a professional Minecraft build team serving over 100+ international clients.
 - Handled client acquisition, communication, and relationship management, ensuring satisfaction and repeat business.
 - Led the financial management for a year, overseeing payments, budgeting, and pricing strategies.
 - Managed the team's online store, optimizing listings and user experience.
 - Operated and grew the team's presence across Twitter, Instagram, and Planet Minecraft, increasing brand visibility and client engagement.
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EDUCATION

Bandung State Polytechnic

Aug 2022 - Present

Bachelor of Applied International Marketing Management

Cumulative GPA: 3.43

- Learning strategic marketing, consumer behavior, and digital marketing with a focus on campaign design, market research, and branding.
- Actively involved in practical projects that integrate business strategy with creativity and technology.

Vocational High School 2 Bandung

Jan 2020 - Jun 2022

Computer Software Engineering

- Gained solid programming foundation in HTML, CSS, PHP, JavaScript and database systems.
 - Focused on problem-solving based thinking, algorithmic logic, and practical implementation of digital solutions.
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SKILLS

Technical Skills

- Programming: HTML, CSS, JavaScript, Java
- Digital Marketing: SEO Basics, Copywriting, Content Strategy, Social Media Marketing, E-Commerce Marketing, Basic Paid Advertising, Web Analytics.
- Tools & Platforms: Shopee Ads, Facebook, Instagram, Tiktok, Canva, CapCut, Notion, Trello, Monday, Microsoft Office, Google Forms, GitHub.

Soft Skills

- Leadership, strategic thinking, client relationship building, cross-cultural communication.
 - Adaptability, teamwork, time management, problem-solving, attention to detail, public speaking.
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ADDITIONAL INFORMATION

- **Languages:**
 - Indonesian (Native)
 - English (Professional Proficiency)