



# Muhamad Naufal Daffa

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## PROFILE

Driven and creative Digital Communication and Media student at IPB University's Vocational School, specializing in branding, digital marketing, and visual communication design. Experienced across various creative disciplines including logo design, web design, packaging design, and social media strategy, and adept at developing brand identities and digital campaigns that merge creativity with audience insight. Previously served as the Coordinator of Public's Division in the Department of Social and Community Environment at BEM Sekolah IPB Kabinet Eternity, where I coordinated community-driven initiatives that promoted social awareness and collaboration. Has successfully managed projects ranging from UMKM digital branding initiatives to university-level event productions, demonstrating strong leadership, communication, and design-thinking skills while thriving in collaborative environments and consistently delivering data-driven, visually engaging, and strategically sound creative outputs.

## EDUCATION

### Institut Pertanian Bogor (IPB)

Digital Communication and Media, Vocational School Faculty / Diploma's Degree, D-4

**Bogor, West Java**

2023 – 2027 (expected)

- GPA: 3.88/4.00
- Achievements:
  - Awarded Top-Ranked Student for outstanding academic performance and extracurricular achievements.
  - Recipient of a full merit-based scholarship throughout the study period.

## WORK EXPERIENCE

### Upwork, Glints, Fiver

Freelance Graphic Designer (Logo Design, Packaging Design & Web Design)

**Bogor, West Java**

Aug 2024 – present

- Designed distinctive and meaningful logo identities through in-depth research of each brand's story, values, and audience, including works such as Logo Dies Natalis UTP 45, Logo HUT Bekasi 28, and Logo Kabupaten Gianyar.
- Created responsive and user-friendly web designs for MSMEs such as CactuArt, MuLu Production, and Jago Cock, enhancing their digital presence.
- Developed packaging concepts that balance creativity, practicality, and sustainability, including Melon Oops and other food packaging projects.
- Collaborated closely with clients to ensure alignment with brand narratives, delivering solutions that are both visually appealing and strategically effective.

### Sukabakmi

Social Media Specialist

**Sukabumi, West Java**

Jan 2025 – Jul 2025

- Developed storytelling-based content under the "SukaSeries" concept to highlight product identity and connect emotionally with audiences.
- Produced and directed 9 campaign posts (7 Reels & 2 Feeds) that achieved a 5.5% follower increase and average engagement rate above 50%.
- Created viral humorous Reels such as "Pingsan Karena Keenakan" and "Gagal Diet di SukaBakmi", maintaining strong audience retention.
- Strengthened skills in creative content direction, digital storytelling, and performance optimization using engagement data.

### TARA Branding – Termienal

Social Media Specialist

**Sukabumi, West Java**

Aug 2024 – Nov 2024

- Managed the digital branding campaign for UMKM Termienal, focusing on creative storytelling and audience engagement.
- Directed the Termienal Series and Cebanin Aja campaigns on Instagram and TikTok, integrating humor and cultural relevance.
- Achieved a 17% increase in Instagram followers, 26.44% engagement rate, and 5,000+ TikTok views in 13 weeks.
- Combined data analytics and creative insight to produce content strategies aligned with brand tone and audience behavior.

## PROJECT EXPERIENCE

### SwipeUp

Event Project Manager

**Sukabumi, West Java**

Aug 2024 – Nov 2024

- Led the planning and execution of "SwipeUp 2024: Take Your Brand To The Next Level," a seminar and talk show on digital marketing.
- Supervised event flow, technical rehearsals, stage design, and real-time execution for over 100 participants.
- Collaborated with speakers, moderators, and performers to ensure creative cohesion and seamless transitions.
- Received highly positive feedback for event structure, engagement, and creative delivery.

### Festival Budaya Nusantara XV – Yogyakarta Culture

Event Staff

**Bogor, West Java**

Jan 2024 – May 2024

- Served as Event Staff for Festival Budaya Nusantara XV – Yogyakarta Culture, a national cultural showcase organized by the Digital Communication and Media Program at IPB University.
- Assisted in designing the event rundown and coordinating traditional performances, including the Roro Jonggrang dance-drama, Paes Ageng costume display, and local culinary exhibitions.
- Collaborated with stage management, logistics, and PR divisions to ensure seamless transitions and authentic representation of Yogyakarta's cultural heritage.
- The Yogyakarta team won the Best Cultural Performance Award among 20 regional participants, recognizing creativity and authenticity.

**ORGANIZATIONAL & COMMITTEE EXPERIENCE**

**BEM Sekolah IPB Kabinet Eternity**

*Coordinator of Public Division*

**Bogor, West Java**

*Jan 2024 – Dec 2024*

- Developed and executed strategic plans for the Public Division, overseeing its operations and initiatives.
- Established and nurtured partnerships with external stakeholders to support divisional projects and activities.
- Conducted assessments of the division's performance and provided recommendations for improvement.
- Produced comprehensive reports on the division's activities and achievements.
- Coordinated with other divisions within BEM Sekolah IPB to ensure effective collaboration and synergy.

**Sea Care**

*Vice Event Coordinator*

**Kep. Seribu, Jakarta**

*Apr 2024 – Dec 2024*

- Coordinated a two-day volunteer program focused on marine ecosystem conservation, including mangrove planting and turtle preservation.
- Managed 50 participants and 30 committee members, ensuring operational flow, safety, and inter-division communication.
- Enhanced environmental awareness through education-driven activities that combined sustainability and experiential learning.

**Social Visit**

*Head of Event Division*

**Sukabumi, West Java**

*Jan 2024 – Mar 2024*

- Directed the “Small Step to Make a Big Impact” program for children with special needs at SLB ABC Anugrah Sukabumi.
- Oversaw all event logistics, run-downs, and inter-division coordination involving 18 organizations, 10 volunteers, and 60 children.
- Promoted social inclusion and emotional well-being through interactive and educational activities.

**BEM Sekolah Vokasi IPB kabinet Rangkai Harmoni**

*Community Service Environmental Social Intern Staff*

**Bogor, West Java**

*Sep 2023 – Dec 2023*

- Collaborated closely with team members to develop and execute impactful work programs.
- Ensured timely execution of tasks and adherence to schedules, contributing to program implementation.
- Played an active role in supporting the "Bina Desa" initiative, engaging with the community to provide assistance.
- Assisted in the coordination and facilitation of community outreach events, contributing to social welfare efforts.
- Maintained thorough records and documentation, offering valuable insights into program activities and outcomes.

**CERTIFICATION & TRAINING**

- Participant Certificate – Indonesia National Science Olympiad | May 2022
- Franklin Covey's The 7 Habits Of Highly Effective College Students Training Program - Competency Score: 93
- KLKMM Certificate - BEM SV IPB Rangkai Harmoni | September 2023
- Staff Festival Budaya – Digital Communication and Media | May 2024
- Head of Event Social Visit – BEM SV Social, Environment, and Community | March 2024
- 1st Ranked Outstanding Student at campus sukabumi - IPB University Vocational School | Nov 2024
- Head of Event SwipeUP – Digital Communication and Media | November 2024
- Vice Head of Event Seacare - BEM SV Social, Environment, and Community | December 2024

**SKILLS**

- **Language:** Indonesia (Native), English (Intermediate)
- **Hard Skills:** Microsoft Office (Word, Excel), G-Suite (Google Docs, Sheets), Adobe Friendly, Corel, Canva, Figma, Visual Studi Code
- **Soft Skills:** Discipline, Creative Thinking, Public Speaking, Critical and Strategic Thinking, Problem-solving, and Time Management