

SHAHEL AL FATTAH AKBAR

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I am an individual who is passionate about living life and continuously learning to grow and develop. I have interests in various fields, including technology, arts, and sciences. Creativity and analytical thinking are my main strengths, and I enjoy working in teams to achieve common goals. Additionally, I possess good communication skills and always strive to build positive relationships with those around me. I believe that every life experience is a valuable lesson, and I am committed to continually improving myself to make a positive contribution to my environment.

Education Level

Universitas Padjadjaran - IndonesiaAug 2022 -

Undergraduate As a digital marketing student, I have a strong foundation in various aspects of the field. I possess a solid understanding of the principles of digital marketing, including search engine optimization (SEO), social media marketing, content marketing, pay-per-click advertising, email marketing, and web analytics.

SMAN 26 Jakarta - IndonesiaJun 2019 - Jun 2022

High School

Organisational Experience

Sparctix x Yamisok - IndonesiaOct 2020 - Dec 2020

Shoutcaster

An Esport Competition between high school level in indonesia

- Deliver real-time commentary during matches.
- Provide detailed descriptions of gameplay, such as team strategies, critical decisions, and player actions.
- Offer in-depth insights into the strategies and tactics used by players or teams.
- Build a connection with the audience through personality and expertise.

Sparctix x Dunia Games - IndonesiaSep 2021 - Nov 2021

Operator Live Streaming

An Esports competition between high school level in Indonesia

- Utilize advanced vMix features like transitions, chroma key, and multiview to deliver professional-quality streams.
- Prepare reports on livestream performance, such as audience statistics, engagement metrics, and technical evaluations.
- Handle transitions between inputs (camera, video, graphics) using vMix features.

Marketing Competition x GrabJun 2023 - Nov 2023

Creative Media

A set of events Of Talk Show, Marketing Competition, and National Grand Seminar. Held by Digital Marketing Student socies

- Develop and execute creative content strategies tailored to each platform Instagram, TikTok.Design and produce engaging posts, including images, videos, stories, and reels.Write captivating captions, hashtags, and copy that aligns with the brand's tone and voice

Himpunan Mahasiswa Digital Marketing - IndonesiaDec 2022 - Dec 2023

Staff of Creative Media

Himpunan Mahasiswa Pemasaran Digital (HIMAPDI) is a student organization dedicated to fostering understanding and skills in the field of digital marketing.

- Optimize content for reach, engagement, and conversion based on platform-specific algorithms.
- Track and analyze social media metrics such as engagement, reach, click-through rates, and conversions.
- Monitor and respond to comments, messages, and mentions across platforms in a timely and professional manner.

Himpunan Mahasiswa Digital Marketing - IndonesiaDec 2023 - Dec 2024

Assistant Department Head of Creative Media

Himpunan Mahasiswa Pemasaran Digital (HIMAPDI) is a student organization dedicated to fostering understanding and skills in the field of digital marketing.

- Assist in planning, executing, and evaluating departmental programs.
- Manage tasks assigned by the Department Head related to content and creative media development.
- Serve as a liaison between the Department Head and team members.
- Monitor interactions and engagement on digital media and provide reports to the Department Head.

Skills, Achievements & Other Experience

- **Soft Skills:** Excellent communication, team leadership, creative thinking, analytical skills
- **Hard Skills:** Social media strategy, content management, Microsoft Excel , Google Analytics, keyword research, Adobe Photoshop, Figma