

Ajrun Azhim Fawwas

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Tentang Saya

Mahasiswa semester 6 di Universitas Budi Luhur, Program Studi S1 Manajemen Bisnis. Menguasai ilmu dasar Manajemen Bisnis. Memiliki Kemampuan Digital Marketing seperti Social Media Marketing, Copywriting, Brand Strategy, Brand Analyst, Paid Advertising, Desain Grafis, serta memiliki kemampuan basic Office Software seperti Microsoft Word, Microsoft Excel, dan Microsoft Power Point. Memiliki minat berkarir sebagai staff Marketing Specialist atau Digital Marketing Specialist

Pendidikan

Universitas Budi Luhur (Agustus 2021 – Sekarang)

S1 Manajemen Bisnis

- GPA 3,69

SMAIT Asy-syukriyyah Tangerang (Juli 2018 – Mei 2021)

Ilmu Pengetahuan Sosial

- Lulus dengan nilai akhir 85,00

Pengalaman Projek

Final Project Digital Marketing My Skill

Kios Kopi Tepian

- Melakukan Analisis dan membuat strategy pada brand kios kopi tepian
- Membuat Campaign Digital Marketing
- Membuat Social Media Content (Desain feed dan story, content pillar, content calender, content editorial plan, dan report social media)
- Membuat Campaign Paid ads melalui facebook ads (engagement, awareness, dan traffic)

Pengalaman Kerja

PT. Trinit Land Collins Boulevard (Agustus 2023 - September 2023)

Management Internship

- Mengadakan atau merencanakan penyusunan arsip dipilah sesuai arsip yang masih dibutuhkan atau tidak
- Menyimpan dan menata dokumen agar mudah di gunakan kembali.
- Otomasi tata kelola perkantoran

PT. Jagad Tani Selaras (Maret 2024 – Mei 2024)

Marketing Internship

- Cari kontak database klien atau perusahaan di bidang pertanian, peternakan, perikanan
- Membuat ide kampanye melalui digital
- Hubungi klien dan tunjukkan layanan yang akan ditawarkan dari perusahaan

PELATIHAN, KURSUS DAN SERTIFIKASI

- **My Skill (September 2023 – November 2023)**

Final Project Mentoring

Graphic Design, Brand Strategy, dan Brand Analyst

- **My Skill (September 2023 – November 2023)**

Digital Marketing: Full Stack Intensive Bootcamp

The Fundamental of Marketing, Brand Strategy, Audience Persona and Insight, Digital Marketing Framework, Campaign and Media Planning, Content Marketing, Creative Copywriting, etc.

- **My Skill (September 2023 – Sekarang)**

E-learning Creative Copywriting

Copywriting introduction, Goals in Copywriting, Brainstorming, Ideation and Story Telling, Psychology in Copywriting, Anatomy in Copywriting, Copywriting Implementation, etc.

- **My Skill (Mei 2023 – Sekarang)**

E-learning Marketing Management

Marketing Introduction, Branding Introduction, Brand Positioning Introduction, Brand Positioning Introduction, Finding the Brand Benefit, Consumer and Audience Insight, Content Marketing, etc.

- **My Skill (Juli 2023 – Sekarang)**

E-learning Social Media Marketing

Social Media Introduction, Social Media Strategy, Social Media Planning, Social Media Research, Social Media Branding, Social Media Content Structure, Social Media Content Creation, etc.

- **My Skill (September 2023 – Sekarang)**

E-learning Facebook Ads

Facebook Ads Introduction, Making Facebook Ads Manager, Targeting Audience in Facebook Ads, Creative Ads on Facebook Ads, Facebook Ads Reporting, Awareness, Consideration & Conversion, etc.

- **My Skill (September 2023 – Sekarang)**

E-learning Tiktok Ads

Tiktok Ads Fundamental, Tiktok Ads Manager Account, Tiktok Ads Dashboard Introduction, Targeting Audience in Tiktok Ads, Tiktok Creative Center, Sparks Ads, Smart Creative & Reporting, etc.

- **Revo u (February 2023 – Sekarang)**

Minicourse Digital Marketing

Intro a Digital Marketing

- **PT.Top Digital Media Tama (Juni 2023 – Agustus 2023)**

Kursus Digital Marketing

SEO (Search Engine Optimization), SEM (Search Engine Marketing), SMM (Social Media Marketing), Website Development (Wordpress)

- **PT. Trinita Land Collins Boulevard (Agustus 2023 – September 2023)**

Certificate for Internship

Arsip Dokumen

KETERAMPILAN

- Microsoft Office (Microsoft Word, Microsoft Excel, dan Microsoft Power Point)
- Digital Marketing
- Management Marketing
- Social Media Marketing
- Brand Strategy
- Brand Analyst
- Paid Advertising (Facebook Ads, Google Ads, dan Tiktok Ads)
- Copywriting
- Graphic Design