**CURRICULUM VITAE**

**MUHAMMAD BAMBANG INDRAJID**

Address : Legok Residence, Blok D No. 1. Tangerang, Banten.

Phone : 081398954989

**BD10289_PERSONAL BIODATA**

Full Name : Muhammad Bambang Indrajid

Nick Name : Indrajid

Place of Birth : Jakarta

Date of Birth : May 31st, 1987

Sex : Male

Religion : Moslem

Heights / Weights : 170 cm / 50 kgs

Marital Status : Single

Nationality : Indonesian

I.D. Number : 3671053105870002

**BD10289_FORMAL EDUCATION**

University : Universitas Budi Luhur

Faculty : Communication

Department : Broadcast Journalism

Degree : Bachelor

Attend - Graduate : 2011 - 2015

University : President University

Faculty : Business

Department : Public Relations

Degree : Ungraduate

Attend : 2005 - 2006

**Other Formal Education** :

2002 – 2005 SMU Negeri 6 Tangerang

1999 – 2002 SMP Negeri 7 Tangerang

1993– 1999 SD Negeri 3 Poris

**BD10289_TRAINING, COURSE, SEMINAR**

2015 -Google Certified for AdWords Fundamental

-Google Certified for Advance Search

2014 -”Indonesia Marketeers Festival” by Hermawan Kartajaya, The Marketeers, Bandung

2013 -”GAPURA” SME’s Seminar by Google Indonesia, Santika Hotel, Jakarta

-”One-Day Workshop: Marketing Plan for UKM” by Yuswohady and Komunitas Memberi, JNE Learning Center, Jakarta

-”Building Our Nation With Creatinnovation Culture” Indonesia Knowledge Forum II 2013, JW Marriot, Jakarta

-”Prospek Perbankan dan Bisnis Properti di Tengah Tantangan Menjaga Momentum Pertumbuhan” by Bisnis Indonesia and Bank BTN, JW Marriot, Jakarta.

-”Peluang dan Tantangan Perbankan Indonesia Menuju Pasar Bebas ASEAN 2020” by Infobank Magazine, Le Meridien, Jakarta.

2012 -”Creativity is Awesome!” 2nd Adobe Camp Indonesia, Al Azhar, Jakarta.

-“Coaching and Clinic Workshop Film Dokumenter” with IGP Wiranegara, Dokumentary Film Jury and FFTV IKJ Lecturer, Budi Luhur, Jakarta.

2005 -“Good and Health Environment” Seminar with Prof.DR.Emil Salim, President University, Cikarang

**BD10289_ORGANIZATIONAL EXPERIENCES**

2012 – Present Member of SINDIKAT 8 (Documentary film & photograpy Budi Luhur)

2009 – 2011 Member of www.beat-community.com

**BD10289_SKILL& ABILITIES**

Personality : Passionate in all of things about communication & digital strategy, and ‘i can do’ attitude.

Language : Indonesian (native), English (oral and writing)

Digital : Digital marketing strategy, digital analytic, content writing, social ads

Software : Microsoft Office, photo and video editing software

Internet : Moderating for online forum or community

Others : Direct and indirect marketing, photography

**BD10289_ACHIEVEMENT**

**2012** Streetphoto, Youth Nation Motorplus

**2005** Scholarship for Public Relations major, President University

**BD10289_PROFESSIONAL WORKING EXPERIENCES**

**Agustus 2012 – Present Community Specialist, Klix Digital**

**Duties:**

* Develop concept for social media & community strategy.
* Conduct insight and research.
* Develop, monitor, and optimized social ads plan.
* Develop monthly, quartal and end of campaign report.
* Optimisation maintenance strategy.
* Competitor analysis.
* Develop content direction, content plan and guideline.
* Conduct social media activation and activation weekly update.

**Portfolio Project:**

Social Media Week; Social Media and Community Maintenance.

Djarum Super MLD; Social Media and Community Maintenance.

BCA Digital Roadmap; Social Media and Community Maintenance.

BCA Digital Roadmap; Social Media and Promote Aggregation.

**December 2011 – July 2012 Marketing Executive, PT. JBA Indonesia**

**Duties:**

* Developing concept and marketing strategy.
* Analizing market and consumer behavior.
* Pioneer of PT. JBA digital assets to generate engagement on social media
* Online media placement

**Portfolio Project:**

JBA Digital Roadmap; Social Media Maintenance

**June 2011–December 2011** **Marketing Manager, PT. Garis Maju Nusantara**

**Duties:**

* Managing team to build and maintain client relationships.
* Ensure the timely and successful delivery of solutions according to client needs and objectives.

**Portfolio Project:**

PEMPROV Banten, PEMPROV Maluku, PT. Astra Toyota Motor, Home Builder Centre, PT. Arus Liar, Kampung Main Cipulir, etc.

**July 2010 – March 2012** **Business Assets Valuer, Self Employed**

**Duties:**

* Review, inspection / identifying, analyze and reporting all of current project to the Reviewer.

**Portfolio Project:**

CIMB NIAGA, BCA, BRI Assets Valuation for Land, House, Warehouse, Vehicle, in Jabodetabek area.

**April 2008 – May 2009 Medical Marketing, PT. Dexa Medica**

**Duties:**

- Responsible for negotiating contracts with hospitals and its marketing process.