

# CURRICULUM VITAE

## FAJAR FATHURRAHMAN


ONLINE MARKETING STRATEGIST





 [bit.ly/Fajarwalker](https://bit.ly/Fajarwalker)

 @Fajarwalker

 @Fajarwalker

 Kopassus Kedayutama  
Tapos, Sukatani, Depok

 [gmail@fajarwalker.com](mailto:gmail@fajarwalker.com)

 0821 1032 5124  
0813 1151 0225

 [www.fajarwalker.com](http://www.fajarwalker.com)

## ABOUT ME

Experienced Online Marketing Strategist with a demonstrated history of working in the F&B industry. Skilled in Adobe Photoshop, Illustrator, Microsoft Office and CMS Website Design. Also capable to establish and maintain relation with customers and e-commerce's representative. Strong business development professional with a Bachelor's Degree focused in Marketing Management from Bung Karno University

## EDUCATION

**BUNG KARNO UNIVERSITY**  
**FACULTY OF ECONOMICS (2012 - 2016)**

Took the evening class in 2012, shortly after graduated from vocational high school. Majored in marketing and managed to graduate on time at November 2016.

**VOCATIONAL HIGH SCHOOL 3 KUNINGAN**  
**MAJORS OF MULTIMEDIA (2009 - 2012)**

Gained a lot of knowledge about graphic design, editing, and photography. Also comprehended a variety of other things and always get the top 3 rankings.

## EXPERIENCE

**PT. XANDRINA INFORMATIKA / INDOPLOTTER**  
**Staff Design Officer**

- Creating design for promo and brochures.
- Updating the content on the company's website.
- Preparing sales purposes such as ID Cards, Business Cards, Price List, Banner and others.
- Participate in every events or exhibitions.

**PT. MANDIRI ARTHA SOLUSI**  
**Marketing Design Staff**

- Creating design for regular promo every week.
- Updating content and improve the Websites SEO
- Maintaining + 35 Company's secondary website.
- Maintaining all database customer
- Preparing slide presentations for product launch

**PT. PANDAWA KARYA SENTOSA / KEONG EMAS**  
**Online Marketing Strategist**

- Work only at Friday, Saturday and Sunday
- Build up the brand of Keong Emas Garden Party
- Maintain the social media account
- Creating weekly and monthly regular promos
- Maintain client database and follow up by phone

**PT. AMANAH MAKMUR BERSAMA**  
**Online Marketing Strategist**

- Work only at Monday, Tuesday and Wednesday
- Build up the brand of Amanah Makmur Bersama
- Maintain all e-commerce such Tokopedia & Shopee
- Creating weekly and monthly regular promos.
- Follow up customer by mail, phone and visits.

**UNITED TRACTORS GRAND BALLROOM**  
**Freelance Online Marketing**

- Create design for regular promo every month.
- Create and maintain social media content update
- Maintain website SEO and content update
- Create the sales workflow and data distribution
- Taking photo shoot and live IG at wedding event

**PAKAR AYAM**  
**Online Marketing Strategist**

- Developing Pakar Ayam brand in some e-commerce
- Creating scheduled creative content
- Create special promotional deals such as Flash Sale
- Manage customer data both offline and online
- Maintain customer by phone and visit

## REFERENCE

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## SKILL

CMS WEBSITES

MAINTAIN DATABASE

FAST LEARNING

CREATIVE CONTENT

COPYWRITING

TEAM WORK

## SOFTWARE

