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Azmi Said Al Ghifari

Marketing Enthusiast

EXECUTIVE SUMMARY

I'm a Marketing enthusiast with interest in business, marketing, and branding. Previously I have 4 years of experience in handling Business & Marketing, supported by my educational background. I am a graduated student from Master Business Administration - ITB majoring Marketing.

I am an eager to learn person and I see a great future in Marketing, therefore I join RevoU - a digital marketing program with only 5% student's admitted. RevoU taught me to learn and practice with a real working conditions of Full Stack Digital Marketing, starting from Funnel Marketing, Data Analytics, CPM, CPO, CPC, and my favorite how to optimize the digital marketing such as Google Ads, Facebook ads, SEO, SEM, and others.

EDUCATIONAL INFO

- **MBA - ITB Bandung**
 - Graduate on August 2019 | GPA : 3.43
 - Focus on Marketing
- **Manajemen Pemasaran Pariwisata - UPI Bandung**
 - Graduate on August 2016 | GPA : 3.20
 - Focus on Hotel Marketing

RELEVANT EXPERIENCE

Business Development Manager

OYOROOMS INDONESIA - ONLINE TRAVEL AGENT

JUNI 2023 - PRESENT

OYO Rooms Indonesia is an online travel agent company that promote hotel chain group under OYO apps

- Built relationship with owner or hotel property.
- Successfully achieve colabration with more than 6 property (120 rooms).
- Built a strong database to increase colabration with more than 4.000 hotel property in Bandung.

Key Account Manager

AINO INDONESIA - IT SOLUTION COMPANY

JULY 2022 - OCTOBER 2022

Aino is an IT Solution Company that provide transportation and tourism ticketing solution.

- Find leads that needs a ticketing solution specially for tourism company
- Successfully collaborate with government institution on tourism segment such as Jasaraharja Putera, Bank DKI, Monas, and others.
- Increase company revenue doing some cross selling products to existing clients

Business Development Senior Associate - Sharia Unit

LINKAJA - FINANCIAL TECHNOLOGY

JUNE 2021 - JUNE 2022

LinkAja is an application-based national electronic money (E-Money) under product of PT Fintek Karya Nusantara (Finarya).

- Developed e-wallet ecosystem on education, government area, housing & etc.
- Successfully collaborate with one of the biggest Islamic community in Indonesia (PERSIS)
- Responsible to create event, promotional strategy, and others to increase users

Digital Marketing Student

REVOU - ONLINE LEARNING

SEPTEMBER 2020 - DECEMBER 2020

RevoU is a Digital Marketing learning program with a lot of highly competence lecture and real study case.

- Selected to join program with only 5% acceptance rate
- Learn about digital marketing such as SEO, SEM, Google Ads, Facebook Ads, and Instagram Ads
- Achieved success FB ads campaign and gain 43 impression within 4 days
- Achieved success Google ads campaign and gain 22 impression within 4 days

Operational Executive

PT. COMMEASURE SOLUTION INDONESIA (REDDOORZ)

AUGUST 2019 - FEBRUARY 2020

RedDoorz is the largest online budget lodging network in Indonesia. Focusing on the development of lodging and online sales distribution.

- Coached the hotel staff and trained standard operational procedure
- Actively observed the hotel employee and hotel standard to fit with Reddoorz standard operational procedure
- Reached the best top 3 operational executive employee in Indonesia based on key performance indexes
- Achieved goals for training 26 hotels in less than 2 month

CERTIFICATION

- TOEFL IPT - Score : 475
- RevoU Digital Marketing

APPLICATION SKILLS

- Ms. Office (Excel, Word, Power Point, and Etc.)
- Google Docs, Sheets, and Slides
- Adobe Photoshop
- CorelDraw
- Canva

TECHNICAL SKILLS

- Offline Marketing
- Copy Writing
- Facebook Ads
- Instagram Ads
- Google Ads
- Google Analytics

ORGANIZATION

IKA MPP UPI

- Alumni Coordinator (2016-2017)

HIMA MPP UPI Bandung

- Human Resource (2012 - 2014)

EastCrew Automotive Community

- Vice-chairman (2013 - 2014)

MPP Tourism Event

- Vice-chairman of the event (April 2013)

Theater AH SMAN 1 Bandung

- Chairman (2009 - 2010)
- Alumni Chairman (2011 - 2013)

CONTACT INFO:

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CREDENTIAL PORTFOLIO

https://drive.google.com/file/d/1D--N389_X7yWYkxik-S3AoOSOFakYW0-/view?usp=sharing