

MAGHFIRA AULIA RAMADHANTI

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Digital Campaigns | Brand Activation | Strategic Partnerships

ABOUT

Final-year Digital Communication and Media student with experience in digital campaigns, brand activation, and strategic partnerships across B2B and B2C environments. Supported **15+** campaigns and events, managed **500+** CRM-based leads, contributed to a potential IDR **50B+** sales pipeline, and built an education business generating IDR **20M+** in monthly revenue.

EDUCATION

IPB University | Digital Communication and Media (D-4)

July 2023 – Present

- **GPA:** 3.87/4.00
- **Achievements:** 10+ achievements including...
 - 2nd Place – Business Plan Competition, NEC Universitas Mataram (2026)
 - 2nd Runner-Up – National Public Relations Competition, Komunikasi Fiesta (2025)
 - 2nd Place – National UI/UX Competition, INSEVENT (2025)
 - 2nd Place – International Business Plan Competition, Creativepreneur BMC (2025)
 - 1st Place – National Public Relations Deck Competition, Perhumas Muda Indonesia (2024)
 - 1st Place – National Business Plan Competition, AGRIDATION (2024)

Guangxi Eco-Engineering Vocational and Technical College | Digital Media Technology

May 2026 – June 2026

- **Relevant courses:** AI-Based Video Processing, AI-Based Image Creation, 4K Livestreaming Techniques, and NDI 4K Comprehensive Filming Creation.

PROFESSIONAL EXPERIENCE

Event Specialist – Internship | Schneider Electric Indonesia

December 2025 – May 2026

- Supported 15+ B2B and B2C marketing campaigns and events, including product launches, customer engagements, and brand activations across national and international audiences.
- Managed and qualified **500+** event-generated leads through Salesforce Marketing Cloud, contributing to a potential IDR 50B+ sales pipeline.
- Developed **10+** paid media assets for LinkedIn and Meta in collaboration with the Industrial Automation Business Unit, supporting localized B2B campaign delivery.
- Analyzed campaign performance, lead conversion, and pipeline contribution while supporting partnership and sponsorship activities for 3+ industry events.

Founder & Marketing Lead | English Chill Course

October 2025 – Present

- Built and scaled the marketing strategy for an online English education business generating **IDR 20M+** in monthly revenue with **10%** month-over-month growth.
- Expanded the brand's digital reach to **200,000+** targeted accounts through Instagram, TikTok, WhatsApp, and community-based campaigns.
- Acquired **400+** student enrollments through digital campaigns, promotional content, customer communication, and lead-conversion initiatives.
- Led cross-functional coordination across 10+ tutors, administrators, and technical team members while supporting an AI-enabled LMS used by **200+** active users.

ORGANIZATIONAL EXPERIENCE

Project Lead | IT Festival

February 2025 – August 2025

- Led a **32-member** cross-functional team in delivering a national IT competition and IoT expo over a seven-month project period.
- Reached **60,000+** accounts and attracted **150+** teams, representing 300+ participants from 20+ universities.
- Generated IDR 10M+ in registration revenue from an IDR 400K advertising budget, achieving approximately 25x ROAS.
- Secured 2 sponsors and 5 strategic partnerships while attracting 300+ attendees to the seminar and expo.

Vice Project Lead | Vocational Innovation Expo West Java and Banten

February 2024 – April 2024

- Co-led a 32-member committee in organizing a regional vocational education expo valued at IDR 100M+.
- Attracted **500+** participants across seminars, innovation exhibitions, talk shows, and an MSME bazaar.
- Coordinated engagement with **20+** VIP guests and institutional representatives from government, academia, and educational institutions
- Oversaw on-site operations involving **15** MSME tenants, **10+** innovation booths, and 20+ participating schools and universities.

SKILLS

Marketing: Digital Campaigns, Brand Activation, Event Marketing, Strategic Partnerships, Campaign Reporting, Audience Acquisition, Market Research

Tools: Salesforce Marketing Cloud (SFMC), CVENT, Meta Ads Manager, Microsoft Excel, Microsoft PowerPoint, Canva, Figma, CapCut

Languages: Indonesian, Native; English, Professional Working Proficiency

CERTIFICATIONS

- B2B Marketing — Coursera
- Fundamentals of Digital Marketing — Google Skillshop
- Inbound Social Media Strategy — HubSpot Academy
- Project Management Foundations: Communications — LinkedIn Learning
- Problem-Solving Techniques — LinkedIn Learning
- Copywriting with ChatGPT — Coursera