

FARHAN AL FARADISE

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SUMMARY

Young professional passionate about Digital Marketing and Brand Strategy. Experienced in driving brand awareness, increasing sales, developing marketing plans, and managing international events. Known for being fun, inspiring, and energetic, Farhan brings versatility, creates impactful content, and turns brands into engaging experiences.

PROFESSIONAL EXPERIENCE

PT. Kartunindo perkasa Abadi (Anwa Land Holding)

Jakarta, Indonesia

Assistant Manager Marketing Communication

September 2025 – Present

- Managed and executed Digital Marketing Strategies and Marketing Campaign for Anwa Land Business Brand (Sport & Property).
- Successfully Increased Anwa Land leads by 37% through optimized Meta Ads campaigns, reduced cost per lead (CPL) almost 50%, and get more than 1,600+ leads on 6 Month.
- Managed content calendars, developed script briefs and copywriting, and ensured consistent posting schedules and brand messaging across all digital channels.
- Achieved 250% growth in social media engagement by executing consistent and high-performing content, resulting in 6M+ Impressions across all brand all holding.
- Successfully increasing sales by 37% for Anwa Sport Club Brand for 9 month.
- Supported clients in executing activation events by managing operational aspects such as load-in/load-out, branding and product placement, sponsorship and tenants support.
- Collaborated with KOLs and artists on endorsement campaigns to increase brand awareness and expand product visibility across social media platforms.

PT. Bahana Selaras Globalindo (Bree Coffee and Kitchen)

Bogor, Indonesia

Supervisor Creative and Digital Marketing

April 2024 – May 2025

- Running more than 20+ campaign in 1 years as SPV and achieve ROAS 3x by average (responsibilities: RAB & PnL production, set-up objective, KPI Campaign & marketing plan)
- Success in maintaining an average ads CTR of 6%, CPC +/- Rp.700 by average and VTR average 35% in a year (2-3 campaign / month & 2-3 ads / campaign) on Meta platform.
- Successfully creating a viral campaign on April 24', increasing sales 20-30% within 2 month.
- Successfully Collaborate with more than 50+ KOL on 3 resto branch (Ciwidey, Purwakarta, Bogor) / month and get more than 10M impressions in a year with 20-40% VTR.
- Maintaining social media performance of 3 Brand (KPI focus on maintaining ER by 2-3%)

Digital Marketing Specialist

May 2023 – March 2024

- Create social media content & monthly campaign on @bree_cijeruk social media (Marketing Plan).
- Successfully collaborate with more than 120+ KOL on Q3-Q4 2023 with achieving 20M+ Impression on Tiktok and 8M+ impression on Instagram (KOL Marketing).
- Successfully increasing social media engagement by 80%+ and 65%+ average on Q3-Q4 2023.
- Successfully decreasing number of CPM and CPC -20% on Q3-Q4 2023 by average.
- Person in Charge (PIC) on brand activation event such as IIPE 2023, end year party event 2023, etc.

PT. Intersis Sejahtera Abadi (Asuka Car TV)

West Jakarta, Indonesia

Social Media Strategist

Juny 2022 – May 2023

- As project coordinator of social media Asuka (Instagram, Facebook, Tiktok & Youtube).
- Concept & executing marketing plan & social media plan for Asuka brand.
- Managing monthly Campaign (pre – post) *ex: Ramadhan Sale, End Year Sale, etc.*
- Successfully increasing impression from Meta platform until 181% on Q1 2023.
- Person in charge of Indonesia International Motor show (IIMS) & Jakarta Auto Week (JAW).

EDUCATION

YOGYAKARTA STATE UNIVERSITY

Marketing Management, GPA: 3,68

Graduated on August 2020

- 1st Winner the most outstanding student D3 FE UNY 2019 - Student Affairs Faculty of Economics.
- The best Bidikmisi Awardee Student 2019 – Mahadiksi UNY.
- 2nd Runner up on Secretic Short Video Competition – Fortary Event Organizer.
- The youngest graduate from graduated moment UNY on August 2020.
- Awardee fully funded summer school Nottingham University Malaysia 2019.

UNIVERSITY OF NOTTINGHAM MALAYSIA

Summer School - Business in Asia

July 2019

- Discussing about business ethics, especially in the Asian region.
- Developing project business plan in establishment of China x Indonesia business.
- Introduction to the types of marketing culture that exist in Asian countries.

PUBLIC SPEAKING EXPERIENCE

- Moderator of Student Development Program (SDP) 2019, BEM FE, Yogyakarta State University.
- Speaker on talk show BIDIKMISI 2020, FOMUNY, Yogyakarta State University.
- Speaker on online education seminar 2020, IKAM OKUT.

ORGANIZATIONAL EXPERIENCE

World Cleanup Day

January 2022 – June 2022

Public Relation & Marketing

- Successfully create strategic content via Instagram reels by getting 10,000 reach < 1 hour.
- Planning and concepting > 5 creative campaign which relate with the brand.

LISENCE & CERTIFICATION

Digital Marketing Mini Course

October 2021

RevoU

Full Stack Digital Marketing

October 2021 – November 2021

Sekolah Bisnis Digital Marketing (SBDM)

Training Social Media Marketing

January 2023

ASUKA & MIRAI (PT.Intersis Sejahtera Abadi)

SKILLS

Computer Skills: Microsoft Office (Intermediate), Capcut (Intermediate), Google Doc, Canva (Intermediate)

Interpersonal Skills: Creative Problem Solving, Leadership, Public Speaking, Communication Team.

Portofolio Project Link : https://bit.ly/portofolio_farhan_2026