

RACHMAT AZIZ

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Dynamic and results-oriented Brand Executive and Marketing Communication and Media Relations professional with extensive experience in client services, event promotion, brand communication, and media relations. Skilled at developing and executing impactful marketing strategies across digital, print, and event platforms, I excel at building partnerships with stakeholders, sponsors, and maintaining relationships with over 100 media contacts. My expertise includes managing high-profile events, driving audience engagement, and optimizing campaign performance through data-driven strategies. Agile, creative, and target-focused, I am committed to delivering measurable results while continuously improving both personal and professional growth. Equipped with strong leadership, negotiation, and time management skills, I thrive in fast-paced environments.



Work Experiences

Assistant Manager Marketing Communication- Aesthetic Beauty Clinic – Jakarta

Feb 2026 -Present

- **Led PR, Event Activation Partnership,& KOL function within 3 divisions (PR & KOL, Activation & Partnership, Digital Marketing) Managed 25 team members with 5 Section Heads**
- **Developed and executed PR strategies to increase brand awareness and media exposure**
- **Initiated and managed media partnerships (TV & media relations) including campaign concept development**
- **Handled press releases, media coordination, and key messaging to ensure consistent brand communication**
- **Supported development of annual Marcomm plan (campaign, event, digital, PR, partnership, ATL & BTL)**
- **Executed and ensured alignment of integrated marketing strategies (ATL & BTL) across online & offline channels**
- **Maintained brand consistency to strengthen exposure and positioning**
- Supervised execution of campaigns, events, PR, ATL & BTL activities to align with brand standards & budget
- Directed and supported Section Heads in daily operations and task allocation
- Conducted regular performance evaluation and improved team effectiveness
- Supported team development and capability building within Marcomm

Brand Executive- FMCG Retail Company - Jakarta

June 2025 – Aug 2025

- **Developed and implemented marketing strategies (Brand Plan)**, planned and executed multi-channel **promotional campaigns**, analyzed brand performance, collaborated with creative agencies, and coordinated cross-functional teams. Successfully executed a **product launching event within 4 days**, including preparation, collaboration, and execution of BTL activities, resulting in impactful brand exposure.
- Achieved **5 viral content pieces**, each surpassing **1 million views**, through strategic collaboration and creative campaign execution focused on **product awareness**.
- Implemented **content pillars**, developed **Editorial Plan (EP)** content, and crafted compelling **copywriting** aligned with the brand's business objectives.
- Collaborated with internal and external **creative & design teams** to ensure all assets met **brand guidelines** and campaign tone.
- Generated **monthly social media performance reports**, offering insights to optimize content strategy and engagement.
- Identified and selected **influencers** that matched the brand's target audience; developed strategic briefs and guidelines for effective **KOL/Influencer campaigns**.
- Led end-to-end management of **ATL BTL activations**, from initial briefing, production, to post-event evaluation.
- Played a vital role in **marketing and promotional planning**, ensuring synergy between digital and offline efforts.
- Initiated and built **brand collaborations**, from proposal drafting to execution and result analysis, contributing to cross-brand exposure and growth

Arseri Music (Paul Partohap Team) - Jakarta

May 2023 – May 2024

Marketing Communication

- **Led the end-to-end marketing process within a team environment, encompassing market canvassing**, outreach to potential event organizers, negotiation, and securing partnership agreements via MoU. Implemented marketing strategies, executed events, and conducted post-event performance analysis to achieve successful outcomes.
- **Increased audience interaction by 30% on social media through active communication, supporting events such as concerts and offline activities, and strengthening community engagement.**
- Managed marketing processes and the promotions team as a liaison between internal teams and external stakeholders. Developed marketing communication campaigns, secured partnership agreements, and maintained media relations to enhance the exposure of works and songs across approximately 100 media outlets. Distributed press releases to connected media to ensure widespread information dissemination.
- **Managed the end-to-end process of Built partnerships with sponsors and stakeholders to support events and ensure success pitching to potential sponsor brands**, including identifying prospects, preparing and presenting proposals, negotiating deals, drafting SPK/MoU, and creating B2B sponsorship valuation frameworks.
- Managed KOL brand support initiatives as a key relation between brand teams and talent, facilitating strategic partnerships to ensure mutually beneficial agreements and enhance brand visibility.

Marketing Communication Event

- Communicating with clients and gathering information about a project's scope, budgets and timelines
- Cultivated and maintained strong relationships with clients in the music industry, ensuring their needs and expectations were met.
- Managed the end-to-end process of pitching to potential sponsor brands, including identifying prospects, preparing and presenting proposals, negotiating deals, drafting SPK/MoU, and creating B2B sponsorship valuation frameworks.
- Coordinated all aspects of event planning and execution, including venue selection, logistics, vendor management, and budgeting.
- Provided on-site management and support during events, handling any issues or emergencies to ensure smooth execution
- Conducted post-event evaluations to assess event success and gather feedback for future improvements.

Education Level

Universitas Pendidikan Indonesia - Bandung, Indonesia

Sep 2017 - Nov 2021

Bachelor Degree in Psychology, 3.14/4.00

Organisational Experience

Freelance and volunteer work as a Liason Officer.

Jan 2018 - Present

Ensuring the artist is well informed about the schedule assisting the musicians behind the stage. Taking responsibility for the performer during the event, and handling the relations between stage crews, the performer crews, and the performer. List of talent that I had handled (Maliq & d’essentials, HIVI, Tulus, Yura Yunita, Naif, Ardhito Pramono)

BEM Psikologi UPI - Bandung

Jan 2018 - Jan 2019

Staff of Interests and Talents Division

Specializing in Events Division as Project Officer for UPI Psychology Anniversary 2018

Skills, Achievements & Other Experience

- ▲ Soft Skill: Communication, Adaptability, Problem-Solving, Negotiation, Teamwork, Analytical, Time Management, Networking, Attention to detail, Organized, Brand Marketing
- ▲ Hard Skill: Microsoft Office (Word, Excel, PowerPoint) & Google Workspace, Canva Certificate: Introduction to Digital Marketing by Revou (February 2024), Pitching Presentation, Client Engagement, Target Market, Mapping, Brand Positioning, Brand & Creative Strategy, Data Formatting Excel by Myskill (2024-2025)