

Muhammad Anas Nashrullah

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SUMMARY

Muhammad Anas Nashrullah, a graduate of UIN Sultan Maulana Hasanuddin Banten, with a strong interest in Business, Events, and Digital Marketing. Highly motivated and eager to contribute to organizational success through hard work, adaptability, and hands-on experience in digital marketing. Committed to continuous learning and professional growth, with the goal of becoming a competent and impactful professional in the fields mentioned. Seeking an opportunity within a supportive and growth-oriented company where I can further develop my skills and make meaningful contributions.

EXPERIENCE

Marketing And Sales

Sambal Bakar Indonesia

January 2025 - June 2025, Tangerang

- Executed online and offline promotional strategies to support new product launches and enhance brand awareness.
- Conducted client negotiations to finalize sales agreements and establish strategic partnerships.
- Performed comprehensive market research to identify customer trends, competitive insights, and new business opportunities.
- Developed and expanded B2B marketing initiatives to strengthen brand visibility and drive revenue growth.
- Collaborated in the planning and execution of marketing events and brand activations to increase product engagement.
- Conducted stock opname and inventory checks at B2B partner locations to ensure product accuracy and availability.

Marketing Communication Coordinator

Bambology Resort Management

August 2024 - December 2024, Tangerang

- Optimized Social Media Platforms: Spearheaded strategic content planning and execution on Instagram and the website, significantly enhancing engagement metrics and broadening audience reach.
- Content Development: Crafted compelling and targeted content strategies for Instagram and the website, resulting in heightened user interaction and strengthened brand visibility.
- Competitive Market Analysis: Executed comprehensive competitor analyses to uncover market trends and opportunities, supporting data-driven strategic decisions.
- Ad Campaign Management: Expertly managed advertising initiatives across Meta, Google, and Instagram, driving notable improvements in brand awareness and customer acquisition.
- Cross-Functional Collaboration: Partnered effectively with marketing, creative, and analytics teams to ensure consistency in campaign messaging and alignment of creative strategies.
- Influencer and KOL Partnerships: Engaged with influential Key Opinion Leaders (KOLs) and top-tier influencers, amplifying brand credibility and expanding market presence.

Marketing

PT BFI Finance

November 2023 - April 2024, Tangerang

- Conducting comprehensive customer analyses to facilitate vehicle-backed financing, encompassing:
- Tailoring financing packages for guaranteed vehicle acquisitions
- Introducing the BFI brand to potential clientele.
- Conducted comprehensive market analysis across 3 major industry sectors, leading to the development of a targeted marketing strategy that resulted in a 15% increase in qualified leads for the sales team.

Marketing Communications

Subaru Indonesia

July 2022 - August 2023, Tangerang

- Leading E-commerce to develop and implement strategic Business for merchandise, Cars & Spareparts :
- Conducted in-depth analysis and review of over a thousand products on E-Commerce platforms, such as Tokopedia and Blibli, encompassing cars, spare parts, and general merchandise.
- Produced and optimized product materials for effective promotion.
- Delivered exceptional customer-service to ensure client satisfaction.
- Managed regular product updates on various marketplaces.
- Strategically devised and executed product promotion campaigns through social media channels.
- Generated Monthly Reports encompassing sales data, customer feedback, and return analysis.
- Event Management :
- Orchestrated a series of successful events, including the 2022 event, urban sneaker society (USS) event 2022, the elite showcase event 2023, Indonesia International Motor Show (IIMS) 2023, and Gaikindo Jakarta Auto Week (GJAW) 2023.
- Strategized and executed an integrated marketing communications plan across multiple channels, leading to a 25% increase in qualified leads and a 15% growth in overall brand engagement within one fiscal year.

EDUCATION

bachelor of business in economics

Minor in Business • UIN Sultan Maulana Hasanuddin Banten • Serang • 2022

- Majoring in Islamic Economics Member of Student research center organization in 2018 – 2019 Webinars Attended (2019)
 - Certificate of Appreciation in International Conference on Islamic Social Finance (ICON-ISF)
 - Attend Frontliner training and get a certificate Ikatan Ahli Ekonomi Islam (IAEI)
 - Digital Marketing Certificate Achievements.
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CERTIFICATIONS

Marketing Communication Internship

Subaru Indonesia • 2022

- certificate of appreciation for contribution to mega auto plaza for the biggest automotive event in Indonesia, namely GIIAS
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INVOLVEMENT

Member

UIN Sultan Maulana Hasanuddin Banten • Pusat Riset Mahasiswa • January 2018 – January 2019

- Carrying out research for small business development in the Serang area with campus organizations
 - Spearheaded a comprehensive research initiative for small business development in the Serang area, coordinating with campus organizations to engage over 50 businesses, resulting in actionable insights that contributed to a 15% increase in local small business growth.
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SKILLS

Skills: Organizing and Planning, Google SEO, Interpersonal Communication, Canva, HubSpot Marketing, Campaign Management, English Speaking and Writing, Native Indonesia, Organic Traffic.
