

# FARHANAH ALHADAR

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## PROFILE

Fresh graduate with hands-on experience in creator partnerships, campaign operations, and event activation within marketing and digital campaign environments. Supported affiliate and influencer campaigns involving 1,000+ creators through campaign coordination, creator communication, and operational support. Experienced in audience engagement, campaign execution, and cross-functional coordination across private sector and organizational projects.

## EDUCATION

Universitas Bakrie

2021 - 2025

Bachelor's Degree in Social and Political Sciences, Major in Political Science | GPA: 3.44

## PROFESSIONAL EXPERIENCE

Secretariat General of the People's Consultative Assembly of the Republic of Indonesia (MPR RI)

Sept 2024 - Dec 2024

Secretariat of the Vice Chairman (Chair VIII) - Internship

- Managed and organized 100+ administrative documents including reports, correspondence, and official files to support daily office operations.
- Assisted in organizing institutional events and public outreach programs, supporting audience engagement and event operations.
- Contributed to the administrative and technical preparation of the 2024–2029 MPR RI Inaugural Session, supporting documentation management and operational readiness.

Buzzohero

Dec 2025 - Mar 2026

MCN & Partnership - Internship

- Supported creator partnership campaigns involving 1,000+ creators across affiliate and influencer marketing projects.
- Coordinated creator communication, campaign timelines, and collaboration deliverables for digital campaign execution.
- Assisted campaign tracking, reporting, and creator database management to support operational efficiency.
- Supported offline event activations and creator engagement initiatives during campaign activities.
- Collaborated with internal teams to ensure smooth execution of marketing and partnership campaigns.
- Supported brand partnership and digital marketing campaigns through creator coordination, campaign execution, and audience engagement activities.

## ORGANIZATIONAL EXPERIENCE

Karang Taruna RT 008/02, Cipinang Timur, Jakarta - Secretary

2021-2024

- Supported planning and execution of community events and youth engagement programs.
- Coordinated internal communication and ensured smooth implementation of activities.

Peace Day HM Ilpol U-Bakrie - Division Coordinator

Jan 2024 - Jul 2024

- Supervised team coordination and managed youth events.
- Prepared event documentation and ensured smooth execution

Mini Concert BTS (K-Pop Event) - Event Director

Oct 2022 - Feb 2023

- Led end-to-end event activation and audience engagement initiatives for a community entertainment event.
- Developed audience-focused event concepts aligned with K-pop community interests and participation trends.
- Coordinated operations, creative teams, and event staff to ensure smooth on-site execution.
- Managed crowd engagement and handled real-time operational problem solving during the event.
- Supported event promotion and audience engagement activities to increase participation.

## SKILLS

### Language Skills

- Indonesian — Active
- English — Active (TOEFL 540)

### Soft Skills & Hard Skills

- Campaign Operations & Execution
- Creator & Influencer Coordination
- Digital Marketing Support
- Event Coordination & Activation
- Stakeholder Communication
- Administrative & Documentation Support
- Microsoft Office & Google Workspace
- Canva & CapCut
- Communication & Team Collaboration
- Problem Solving & Time Management