

MUHAMMAD RAFI

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Communication graduate with experience in customer interaction, stakeholder management, and business communication. Skilled in identifying customer needs, presenting solutions, and building strong professional relationships. Highly motivated to develop a career in business development and technology solutions, and committed to continuous growth and making a positive contribution to the company.

WORK EXPERIENCE

- Community Development Intern at PT. PLN Indonesia Power**

Aug, 2024 - Okt, 2024

 - Monitored 3–5 CSR programs for alignment with plans and stakeholder needs.
 - Analyzed progress, producing 3+ evaluation reports for internal decisions.
 - Liaised between the company and 2–3 stakeholders, managing feedback.
 - Prepared documents like terms of reference, logbooks, and internship reports.
- Retail Associate at PT. Lion Super Indo**

May, 2023 - June, 2023

 - Managed 10–20 product types per shift, ensuring stock availability and minimizing stockouts.
 - Maintained ±95% stock accuracy, ensured store cleanliness, and supported frontliner activities.

EDUCATION

- Public Relations in Communication Science**

2021 - 2025

Dian Nusantara University - Jakarta, Indonesia

Bachelor Degree of Communication Science, GPA 3.53/4.00

 - Relevant Competency: BNSP Certified Professional – Stakeholder Communication (National Professional Certification Agency of Indonesia)
 - Relevant Project: Stunting Awareness Program – Desa Pulosari (2024)
 - Relevant Achievement: 2nd Place – National Defense Action Competition 2024

ORGANIZATIONAL

- Organizational Division Staff – Communication Science Student Association**

2023 - 2024

 - Supported internal organizational management and coordination of student activities
 - Assisted in planning and executing organizational programs and events
 - Maintained communication and coordination between divisions to ensure smooth operations

COURSES, TRAINING AND CERTIFICATIONS

- Digital Marketing Course: Facebook & Instagram Ads – habiskerja.com**
 - Learned fundamentals of paid advertising on Meta platforms, including audience targeting, ad setup, and performance analysis
- Education Consultant (Marketing Education Trainee) – PT Sinotif Indonesia**
 - Delivered persuasive program presentations and consultations to prospective students, supporting lead conversion
 - Executed telemarketing strategies via chat and Zoom while collaborating with teams and external partners to increase customer acquisition

SKILL SUMMARY

Hard Skill: Communication Skills, Reporting & Documentation, Product Presentation.

Soff Skill: Teamwork & Collaboration, Adaptability, Growth Mindset, Willingness to Learn.

Technical Tools: Canva, CapCut, Google Workspace, Microsoft Office.