

MOHD NADZRIZAL HABIB

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SUMMARY

I'm a fresh graduate with cumlaude honors. Marketing Communications Specialist with 3+ years of experience, specialising in Event Marketing, Social Media Marketing, Content Marketing, Copywriting, and Content Production. Skilled in crafting engaging content, executing campaigns, and driving organic growth through creative strategies. Experienced in team leadership, project management, and ensuring alignment between brand objectives and audience engagement. Passionate about helping brands build meaningful connections with their audience and achieve impactful results.

PROFESSIONAL EXPERIENCES

Bandung Adhyaksa UNPAD Run (Kejati Jabar & UNPAD)

Creative Marketing Communication

Jun 2025 - Dec 2025

- Role: creative campaign, marketing content production, social media, and graphic design.
- Orchestrated the integrated promotional campaign #BerBAURBersama across multi-channel platforms, including social media (Instagram & TikTok) and Out-of-Home (OOH) media such as Billboards and Videotrons, to maximise brand visibility and audience reach.
- Successfully produced creative content with an average output of 2-3 pieces per week.
- Successfully achieved exponential growth across Instagram and Facebook, delivering an 18,400% increase in followers and a 93,300% boost in engagement rate within 6 months through data-driven content strategies
- Successfully managed and implemented a marketing strategy that recruited more than 3,000 participants within 6 months, utilising integrated social media campaigns and community management through the #RoadtoBAUR series to strengthen brand presence.
- Developed and finalised comprehensive design assets (KV & FA) for BAUR 2025, managing end-to-end production with vendors to deliver precise, print-ready, and digital-optimised creative materials.

Communication Science Major FISIP UNPAS (Pasundan University)

Marketing Communication & Marketing Assistant Laboratory

Nov 2022 - Sept 2025

- Role: creative campaign, marketing content production, project management, social media, copywriting, and graphic design.
- Led the development of an educational campaign series, synchronising social media content with the three pillars of higher education and departmental objectives to foster a cohesive brand identity for the Communication Science Major.
- Spearheaded long-term Instagram growth strategies, delivering a 236% increase in followers and a massive 2,500% surge in engagement rate over 2 years through consistent content optimisation and community interaction.
- Successfully reached 3M+ unique users and drove 1.5M+ engagements on @ilkomunpas.mlc
- Successfully managed 30+ experiential offline campaigns with 10,000+ total participants, optimising social media platforms (Instagram) and community relations to maximise event visibility and audience engagement.

Beritabaik.id (PT. Warta Millenial)

Marketing Communication Internship

Oct 2023 - Apr 2024

- Developed and executed creative strategies for the To Do pillar, promoting activities like community-based events with attractions across social media platforms.
- Led the 'Z-Fest' event, connecting the community and driving brand recognition in the Social Community in West Java with a total of 300 participants.
- Collaborated with agencies and worked with KOLs to amplify campaigns, ensuring high-quality content that generated strong engagement and brand awareness.

PROJECT EXPERIENCES

ILKOM UNPAS Mobile Legends Competition

Program Manager & Social Media Specialist - Eventual

Mar 2025 - May 2025

- Explore my work: [ILKOM MLC](#)
- Developing a pitch deck and managing the project timeline from initiation to execution, which successfully attracted the participation of 36 teams from high schools/vocational schools throughout West Java.
- Designing and executing a digital communication strategy on Instagram that successfully achieved 3M+ unique users and drove 1.5M+ engagements.
- Become a copywriter and graphic designer to produce all Instagram promotional visual assets and key visual assets for events.

PKKMB FISIP UNPAS

Program Strategist - Eventual

Sept 2024 - Oct 2024

- Explore my work: [PKKMB 2024](#)
- Successfully spearheaded the grand conceptualisation, core value integration, and the university's vision for 908+ new students.
- Developed comprehensive educational curricula and technical frameworks, including the Terms of Reference (TOR) for keynote speaker Raditya Dika to ensure high-impact delivery.
- Facilitated cross-functional strategic communication between Events, Logistics, Creative, and Security divisions to ensure seamless execution of technical and conceptual project goals.

Company Profile: Pasundan University

Assistant Director & Talent Management - Project

Mar 2024 - Apr 2024

- Explore my work: [Company Profile](#)
- Developed comprehensive script breakdowns and production scheduling to optimise time management and resource allocation throughout the filming.
- Managed on-set talent and crew, maintaining high-velocity workflows and ensuring adherence to the production rhythm and production timeline
- Managed production documentation, including call sheets and asset logistics, to guarantee 100% operational readiness before principal photography.

Zillenial Festival

Project Officer - Eventual

Oct 2023 - Nov 2023

- Explore my work: [Zillenial Festival](#)
- Formulated strategic program objectives and established a project governance framework, ensuring total alignment between project execution and core project visions.
- Developed a comprehensive Work Breakdown Structure (WBS) and project timeline to ensure all project phases were completed on schedule.
- Successfully led the festival execution, attracting 300 youth participants across West Java.

Z-Talks

Project Supervisor - Eventual

Aug 2022 - Oct 2022

- Explore my work: [Z-Talks](#)
- Directed and oversaw the end-to-end planning and execution of the Z-Talk program to ensure all milestones met the organisation's quality standards.
- Managed technical operations for a large-scale hybrid event, hosting 75 on-site participants and 990 online viewers via YouTube.
- Successfully led the team in attracting a total of 1,066 participants, created a widespread impact through educational content, and successfully presented speakers such as Najwa Shihab, Salman Subakat, and Ridwan Kamil.

LEADERSHIP EXPERIENCES

Jabar Bergerak Zillennial

Jabar Bergerak Zillennial is a non-governmental organisation focused on providing volunteering experience for the youth of West Java in the areas of humanity and education issues

Head Leader

Dec 2021 - Mar 2024

- Spearheaded the strategic planning and end-to-end implementation of youth development programs across 27 cities and districts throughout West Java.
- Successfully developed a high-impact volunteerism ecosystem, mobilising and managing 10,000+ volunteers to drive social youth initiatives in West Java.
- Directed the development of attractive and high-value programs focused on education and social volunteerism, ensuring alignment with youth interests and community needs.
- Supervised cross-regional team coordination to maintain consistent program quality and operational excellence across diverse geographic locations.
- Monitored and evaluated program outcomes to ensure sustainable social impact and long-term engagement within the Zillennial demographic.

EDUCATIONAL EXPERIENCES

Pasundan University

Bachelor of Communication Science – GPA: 3.97/4.00 (cumlaude)

Sept 2021 - Jun 2025

- Achievement:
 - 2nd Place in The 13th Padjadjaran Public Relations Fair at Epicentrum Padjadjaran University 2025 with the theme Communication for Change
 - Pasundan University Campus Ambassador 2022-2024
 - Outstanding Students of FISIP UNPAS 2023
 - Awardee Jabar Future Leaders Scholarship (JFLS) 2021
- Relevant Coursework: Communication Strategies, Public Relations, Copywriting, Digital Marketing & Project Management.

ADDITIONAL

Languages: Indonesian (Native Proficiency); English (Intermediate)

Technical Skills:

- Skills: Strategic communication, agile methodology, project design and planning, budget strategy, risk management, and design thinking.
- Project Management: Trello, Notion, Lark, Microsoft Office Suite (Word, Excel, PowerPoint), and Google Suite (Docs, Sheets, Slides)
- Advertising Platforms: Facebook Business Manager and Meta Ads Manager
- Analytics & Insights: Google Trends and Meta Business Suite
- Video Editing: CapCut
- Graphic Design: Figma, Adobe Illustrator, Adobe Photoshop, Canva, and Adobe Lightroom

Training & Certifications:

- BNSP Assistant Producer Certification (2025)
- Myskills 2025:
 - Project Management and Scrum Framework
 - Social Media Marketing
 - Creative Copywriting
 - Campaign and Media Planning
 - Facebook Ads

- Communicating with Emotional Intelligence – LinkedIn Learning (2025)
- Social Media Management & Personal Branding: Boleh Belajar Digital (2024)
- Junior Public Relations – Perhumas Bandung (2024)
- INOVASIA Scholarship Bootcamp — Paragon Corp Group (2024)
 - Problem Solving — Agung Utama (NSEI Paragon Corp)
 - Design Thinking Lab — Dr. Dwi Indra Purnomo (The Local Enablers)
 - Theory of Change — Dinni Rahmawati (Rumah Siap Kerja)
 - Project Management — Tia M. Reza (Maxima Impact)
- Designing Strategy Workshop — Labtek Indie (2024)
- Digital Content Branding – Boleh Dicoba Digital (2023)