



MOHD NADZRIZAL HABIB

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[LinkedIn](#) | [Portfolio](#)

SUMMARY

Marketing Communication with 3 years of experience, specialising in Strategic Planning & Branding. 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

Marketing Communication

Jun 2025 - Dec 2025

- Orchestrated the integrated #BerBAURBersama campaign across social media and Out-of-Home (Billboards/Videotrons), maximising brand visibility.
- Delivered exponential growth on Instagram and Facebook, achieving an 18,400% increase in followers and a 93,300% boost in engagement within 6 months via data-driven strategies.
- Recruited over 3,000 participants by managing community relations and the #RoadtoBAUR activation series.
- Managed end-to-end production of comprehensive design assets (KV & FA), ensuring precise vendor delivery for print and digital materials.
- Produced consistent high-quality creative content, averaging 2–3 outputs weekly to maintain audience retention.

Communication Science Major FISIP UNPAS (Pasundan University)

Marketing Communication

Nov 2022 - Sept 2025

- Spearheaded long-term Instagram growth strategies, delivering a 236% increase in followers and a 2,500% surge in engagement over 2 years.
- Reached 3M+ unique users and drove 1.5M+ engagements on @ilkomunpas.mlc through content optimisation.
- Managed 30+ experiential offline campaigns involving 10,000+ participants, optimising community relations to maximise event visibility.
- Led the development of educational campaign series, synchronising content with departmental objectives to foster a cohesive brand identity.

Beritabaik.id (PT. Warta Millenial)

Marketing Communication Internship

Oct 2023 - Apr 2024

- Led execution of the Z-Fest event, connecting the West Java social community and driving brand recognition with 300+ participants.
- Executed creative strategies and promoted community-based events across social platforms.
- Collaborated with agencies and Key Opinion Leaders (KOLs) to amplify campaigns, generating strong engagement and brand awareness.

PROJECT EXPERIENCES

ILKOM UNPAS Mobile Legends Competition

Marketing Communication - Eventual

Mar 2025 - May 2025

- Explore my work: [ILKOM MLC](#)
- Managed the project timeline from pitch to execution, attracting 36 teams from high schools across West Java.
- Executed a digital strategy, achieving 3M+ unique users and 1.5M+ engagements on Instagram.
- Designed all promotional visual assets and key visuals

PKKMB FISIP UNPAS

Program Strategist - Eventual

Sept 2024 - Oct 2024

- Explore my work: [PKKMB 2024](#)
- Spearheaded the conceptualisation and core value integration 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 communication between events, logistics, and creative divisions to ensure seamless execution.

Company Profile: Pasundan University

Assistant Director & Talent Management - Project

Mar 2024 - Apr 2024

- Explore my work: [Company Profile](#)
- Optimised production schedules and script breakdowns to ensure efficient resource allocation.
- Managed on-set talent and crew workflows to guarantee adherence to the production rhythm.
- Oversaw 100% of operational readiness, including call sheets and asset logistics.

Zillennial Festival

Project Officer - Eventual

Oct 2023 - Nov 2023

- Explore my work: [Zillennial 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.

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

- Mobilised and managed a volunteer ecosystem of 10,000+ individuals across 27 cities/districts to drive social youth initiatives.
- Spearheaded strategic planning for youth development programs, ensuring alignment with community needs and high-impact delivery.
- Supervised cross-regional coordination to maintain operational excellence and consistent program quality across diverse geographies.
- Monitored 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:
 - 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)
- Digital Content Branding – Boleh Dicoba Digital (2023)