

# Arief Kurniadi

Tangerang, Banten, Indonesia | Ph: +62-8787-193-1066 | [EMAIL](#) | [LinkedIn](#)

## PROFESSIONAL SUMMARY

Result-driven **Marketing Assistant** with experience in **KOL management, account executive roles, and social media management**. Skilled in **client communication, influencer outreach, administrative support, business development, and video production**. Adept in building strong relationships, managing projects efficiently, and supporting international teams. Passionate about helping business and clients alike to grow through strategic marketing and straightforward operations. Seeking to leverage my expertise in a dynamic role within a global organisation.

## WORK EXPERIENCE

### Layar Hijau (Branding & Creative Agency)

Tangerang, Indonesia

Business Development Associate (KOL Specialist & Account Executive)

Jun 2024 - March 2025

- Collecting 200 of influencers' contact details every month, alongside researching those influencers mainly on Instagram and/or TikTok according to the client's needs.
- Average closing 7 deals with influencers every week.
- Editing 3 videos per day for client's social media content.
- Liaising with Layar Hijau's team member for the agency needs, e.g. pre-production, production, and post-production.
- Liaising with the client for any communication needs, e.g. invoicing, content concern, and other particular matter.

### Life Talk Asia (University Preparation, Coaching and Mentoring for Teens)

West Jakarta, Indonesia

Event Manager Associate & Social Media Manager Associate

Oct 2023 - May 2024

- Reached out to potential B2B clients (e.g. schools, education agencies, universities), on average 150 contacts every month.
- Set up 2 events every month (e.g. booth on school education fair, seminar, webinar), attended by 200 - 300 participants.
- Canvassed and brought in 120 potential clients during a two hour education fair event.
- Planned, scripted, shot, edited, and posted 1 (one) TikTok video every single day, with 700+ views each video.

## ORGANISATIONAL EXPERIENCE

### PIC - Partners In Change

West Jakarta, Indonesia

Internal Community Member

Sep 2024 - PRESENT

- Part of the internal team, managing a 90+ members community of young business owners and entrepreneurs alike.
- Organising and planning monthly members meet up events and occasional guest speaker meet up.

### FEC - Free English Conversation

Tangerang, Indonesia

Learning Facilitator

Sep 2024 - Jan 2025

- Teaching casual English conversation to the allocated students.
- Handling 4 students and teaching 3 classes per week.

### Taylor's University

Subang Jaya, Malaysia

Student Body Organisation, Assistant Facilitator, Event Committee Member

Aug 2017 - Jul 2020

- Secretary of Sky Adventure Club
  - Student body organisation with active 70+ members of every semester.
  - Managing every single documentation of the club (meeting minutes, meeting agenda, club email).
  - As a Board of Director member', keeping the club strong and managing the members' wellbeing, adhering to their needs and support them.
- Marketing Committee Member of Urban Pursuit
  - Sky Adventure Club's 2018 event, an Amazing Race themed event.
  - A member of the committee team of 26 people.
  - Managed to host the event successfully and garnered 94 mutually exclusive participants to sign up.

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## EDUCATION

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### Taylor's University

Subang Jaya, Malaysia

Bachelor of Mass Communication (Broadcasting)

Aug 2018 - Jul 2021

Majoring in Mass Communication (specialisation and majoring in Broadcasting), minoring in Advertising.

Cumulative GPA: 3.76/4.0, Dean's List 2018 - 2021.

Relevant Coursework: Advertising Design & Execution, Radio & TV Production, Advanced TV Production.

## SKILLS AND EXPERIENCE

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**Technical Skills:** Event management, Video Production, Social Media Management, Competitor & Market Research, Strategic Planning & Problem Solving.

**Languages:** Professional in English, Native in Indonesian, Basic in Malay.

**Tools:** Adobe Suite (Premiere Pro, Illustrator, InDesign), Microsoft Office (Word, Excel, Powerpoint), Google Workspace (Docs, Sheets, Slides, Drive, Calendar), Video editing software (Capcut), Productive (Canva, Trello, Notion, Asana), AI (ChatGPT, Gemini).

**Certification & Training:** Certificate of Achievement TOEFL Test (Brighten English), Certificate of Competion and Participation of Virtual Assistant (TemanKreativ and SGBVA), Certificate of Completion (RevoU).