

Naflah MULIA



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Nationality: **Indonesian, with a valid Luxembourg student work permit for 15 hours/week**

Profile: *Currently pursuing a Master in International Management (MIM) degree at the Luxembourg School of Business, with a specialisation in Corporate Marketing. I have a passion for creativity, bringing experience in graphic design, digital content creation, and marketing support to bridge business and design. I hold a Bachelor of Fine Arts and multiple marketing certifications, with hands-on experience in branding, social media content, and market-oriented design projects across Indonesia and Europe. Seeking a student job in marketing for maximum 15 hours per week.*

Key Skills & Technology

Digital Marketing • Content Creation • Branding & Visual Identity • Market Research & Trend Analysis
• Social Media Management • Graphic Design • Video Editing • Adobe Creative Suite
• Entrepreneurship • Presentation Design • Travel & Cultural Exchange

Languages

English: Fluent • **French:** Basic (Progress) • **Indonesian:** Native

EDUCATION

Luxembourg School of Business - Luxembourg, Luxembourg Master's in International Management (MIM) - Specialisation in Corporate Marketing Main courses: Digital Marketing Project Management Market Research Marketing Strategy	01/26 – 01/28 (planned)
Hubspot Academy – Online Certification Courses in Digital and Inbound Marketing	08/25 – 09/25
Luxembourg School of Business – Luxembourg, Luxembourg Digital Marketing Summer School (2 weeks) Activities: Digital Marketing classes Company visits International Networking	07/25 – 07/25
Indonesian Institute of Fine Arts- Yogyakarta, Indonesia Bachelor of Fine art Main courses: Visual Communication Branding Art and Society Art Management Exhibition Planning and Marketing Strategy	06/20 - 07/24

PROFESSIONAL EXPERIENCE

AU PAIR | Gurné Family – Luxembourg

03/25 - 10/25

- Managed daily responsibilities with an international host family, developing intercultural communication, practical language skills and time management abilities through daily responsibilities.

ART ASSISTANT | Canvasso – Jakarta, Indonesia

11/24 - 03/25

- Supported art exhibitions and events by developing marketing strategies, branding, and promotional campaigns, including flyers, social media content, and audience engagement plans. Collaborated with venues to plan event schedules, target new audiences, and expand reach. Assisted in content creation and campaign execution, contributing to successful event promotion and increased visitor attendance.

FREELANCE GRAPHIC DESIGNER | Diverse Clients – Indonesia & Europe

03/19 - 02/25

- Delivered branding, corporate identity, and printed design solutions aligned with clients, marketing strategies and target markets. Collaborated with clients to translate business goals and audience insights into effective visual communication. Positioned myself as a freelance designer by built a strong personal brand on freelance platforms and through professional networking.

EVENT MANAGEMENT VOLUNTEER | Student Association – Yogyakarta, Indonesia

01/22 - 01/23

- Planned and executed student art events and exhibitions with a focus on marketing, promotion, and audience engagement. Support event branding, promotional content and coordination activities to increase event visibility and outreach.

APPRENTICE | Holomoc Indonesia – Indonesia

03/19 - 07/19

- Completed a three-month internship, developed multimedia project and created design materials digital and print materials for small business clients. Produced visual content that strengthened brand identity, enhanced marketing presence, and brought creative concept in life.

EXTRACURRICULAR EXPERIENCE

(Volunteering)

Sanitation ambassador, Observation trip, Scout member, Sustainability project,
Hiking & Outdoor activities, Travel & Cultural Exchange, Art teacher