



# Arma Mushaf Fadillah

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## Profile

I am Arma Mushaf Fadillah, with 2+ years experience as a Social Media Specialist at F&B industry and fashion industry. Currently working as Marketing and Partnership Executive at retail home living company. Social Media savvy who likes to create content for social media, both in the form of photos and videos with editing content skills. Doing marketing through content on social media marketing and successfully increasing engagement by creating content without the ads. I am a person who likes to learn new things, creative, and passionate in my job.

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## Work Experience

### Marketing & Partnership Executive (August 2023 to Present) Soru Indonesia

Direct all process for live shopping, Process and present data live shopping, Optimizing live shopping for getting high GMV, Responsible for partnership with KOL and Media for marketing campaign, Making marketing brief for content marketing on twin number event on marketplace. Looking for potential bazzars and offline store.

### Social Media Specialist (June 2023 to July 2023) Soru Indonesia

Handle all content on instagram account. Lead content team. Making content plan and social media audit. Direct all process for making content and copywriting. Listing, approaching and dealing with KOL for social media campaign.

### Social Media Specialist (June 2022 to June 2023) Moofeat Footwear

Handle all content on instagram account, editing photo and video for instagram post. Making content plan and social media audit. Direct all process for making content and copywriting. Listing, approaching and dealing with KOL for social media campaign.

### Digital Marketing (December 2021 to March 2023) Kurma King Sultan

Responsible for company's instagram accounts, Responsible for creating all content on the company's instagram accounts, Research about trending content, Planning and designing content for the company's intagram accounts, Running a campaign on the company's instagram accounts, Make a schedule for showing content on the company's instagram accounts, Handle all activities on the company's SHOPEE accounts, Handle transaction on the company's TOKKO accounts for reseller transaction.

### Social Media Marketing (February 2020 to March 2021) Kedai Kopi Cogor Buahbatu

Responsible for all company's social media accounts, Responsible for creating all content on the company's social media accounts, Research about trending content, Planning and designing content for the company's social media accounts, Running a campaign on the company's social media accounts, Make a schedule for showing content on the company's social media accounts.

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## Educational Background

**Politeknik Negeri Bandung (POLBAN)**  
Bachelor of Applied Science in Business Administration  
2016 - 2020

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## Organization Experience

**Himpunan Mahasiswa Administrasi Niaga (HMAN) Politeknik Negeri Bandung**  
**Staff Ahli Kewirusahaan** (2018 - 2019)  
**Staff Muda Kewirusahaan** (2017 - 2018)

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## Skills

Social Media Content, Social Media Analytics, Social Media Marketing, Content Writer, Patnertship, Marketing , Marketing Campaign, Content Marketing, Videography, Copy Writing, Video Editor, Adobe Premier Pro, Adobe Illustrator, Adobe Photoshop.