



MUHAMMAD ROBBYANSYAH

RESUME - 2021

A PARAGRAPH ABOUT ME

I am a digital marketing consultant/producer with years of experience; combined a handful of creative capabilities, planning, strategic thinking, and technical capabilities to produce multimedia assets to help answer your marketing problem and craft a solution to grow your business objective.

FIND ME HERE

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PREVIOUS PROFESSIONAL TENURES

believe.

Believe

ID, 2020 - Present

<https://www.believe.com>

Digital Marketing Consultant

Responsible to leverage the artists' channels to grow audience, increase engagement, monitor and manage budgets, set and maintain KPIs, while delivering weekly reports on digital marketing performance for the artists, and relevant cross functions teams.



Flock Creative Network

Jakarta, 2019 - 2020

<https://flock.company>

Creative Group Head

Managing high quality creative production team to deliver the always on content demand, supervised and lead various digital campaign as well as creating integrated, 360° idea for brand pitch



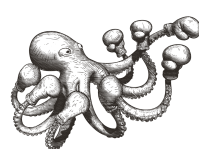
Lion & Lion Digital Agency

Jakarta, 2018 - 2019

<https://lionandlion.com>

Creative Lead

Leading creative team(s) to deliver, as well answer client brief to solve communication objective as well as optimising their business goals through multi-channel, integrated, creative approach.



Mullenlowe Indonesia

Jakarta, 2016 - 2018

<https://indonesia.mullenlowe.com>

Creative Group Head

Manage and lead a team to consistently optimising client's digital owned channel and as well as planning search optimize articles to boost traffic to help conversion rate.



Mirum Agency (now Wunderman Thompson)

Jakarta, 2014 - 2016

<https://www.mirumagency.com>

Creative Officer

Copywriting, graphic designing, as well as creative planning to create high performing, KPI-achieving digital campaigns for different clients, projects and also high-profile brands.

HANDLED ACCOUNT



DANONE
ONE PLANET. ONE HEALTH



XL axiata



PREVIOUS SUPERVISORS

Fajar Putra Jaya

Head Of Artist Service - Believe Indonesia

fajar-putra.jaya@believe.com

Emily Lim

Chief Digital Officer - Lion and Lion

superfox.lim@gmail.com

SKILLS & CAPABILITIES

- Creative/Strategy Direction
- Integrated Digital Marketing
- Multimedia Digital Content Production
- Project Management
- Audio Visual Production
- Digital Content and Social Media Marketing