

MUHAMMAD DAFFA DHAIFURRAHMAN

STRATEGIC COMMUNICATION | BRAND & MARKETING STRATEGY

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PROFESSIONAL SUMMARY

Results-driven Communication Studies student at Universitas Gadjah Mada (GPA 3.78/4.00) with hands-on experience in marketing strategy, campaign development, and brand communication. Proven track record of independently initiating and executing end-to-end marketing projects — from market research and content production to sales system design — generating measurable business outcomes. Brings strategic thinking and data-informed communication to brand, marketing, and social media specialist roles.

EDUCATION

Universitas Gadjah Mada

Aug 2023 – Present

Bachelor of Communication Studies — Strategic Communication | GPA: 3.78 / 4.00

- **Dean's List** recipient for **6 consecutive semesters**
- Completed coursework: Brand Management, Strategic Planning, Marketing Public Relations
- Led team in PKM 2025, passing **university-level selection**

CERTIFICATIONS

MySkill Intensive Digital Marketing Bootcamp — Full Stack (Batch 34)

Jan – Mar 2026

- Completed **20-module curriculum** spanning brand strategy, paid media, SEO, and CRM
- Built campaign brief, KOL strategy, and **IDR 100M+ media plans** across multiple brand case studies
- Applied **technical SEO audit** and keyword research methodology on a simulated portal-client project

ORGANIZATIONAL EXPERIENCE

Student Coordinator (Social Sciences & Humanities) & Media and Publication Staff

Jan 2026 – Aug 2026

KKN-PPM UGM Team

- Coordinated **9 members** across multi-village programs toward KKN objectives
- Oversaw formulation of **29 work programs** aligned with community needs
- Developed integrated planning spreadsheet adopted by all **29 team members**
- Mapped village potentials and social challenges to guide evidence-based planning
- Produced 20 Instagram feed & reels, generating **71,831 views** and **1,884 engagements** — avg. **7x follower reach**

Mentor — Shalahuddin Learning Group

Nov 2025 – Aug 2026

Jama'ah Shalahuddin UGM

Photography Mentor

May 2026 – Aug 2026

- Designed **8-session photography curriculum** covering fundamentals to portfolio building
- Mentored **9 mentees** from exposure basics through final portfolio output

Marketing Mentor

Nov 2025 – Dec 2025

- Designed marketing curriculum spanning **hundreds of slides** across multiple sessions
- Guided **5 mentees** through STP frameworks and audience-aligned messaging

Head — Sharia Entrepreneurship Department

Feb 2024 – Dec 2025

Jama'ah Shalahuddin UGM

Head of Deputy Department

Feb 2025 – Dec 2025

- Launched multi-channel **digital guidebook campaign** (IG, WA, offline) achieving **32.84% conversion rate**, **IDR 500K+ revenue**
- Designed **Lynk.id sales system and affiliate program** — the department's first digital business
- Ran **100+ respondent survey** and 5 interviews with top students to shape the guidebook
- Built departmental SOPs, spreadsheets, and coordination systems adopted by **40+ members**
- Directed **6 work programs** across a 45-member, 2-division, 6-business-team department
- Supervised organizational uniform program delivering **IDR 10.2M in revenue**

Head of Collaboration & Upgrading Division

Feb 2024 – Dec 2024

- Led end-to-end uniform sales: research, 3-vendor negotiation, marketing, and fulfilment
- Generated **IDR 18M gross revenue** from 94 buyers within 1 month; **IDR 940K net profit** through strategic cost optimization
- Managed **11-member team** and organized 1 industry-practitioner training session

SKILLS & ACHIEVEMENTS

Technical Skills: Marketing Strategy, Brand Strategy, Graphic Design, Video Production, Social Media Strategy, Motion Graphics, Digital Photography, AI Prompting

Soft Skills: Strategic & Lateral Thinking, Data-Informed Decision-Making, Project & Team Management, Leadership

Achievements:

- **Author**, self-published **78-page digital guidebook** for incoming university students
- **3rd Place**, National Short Movie Competition — FSLDKN XXII Malang 2026
- Passed **University-Level Selection** — PKM (Student Creativity Program) UGM 2025