

MUHAMMAD RIDWAN ALAWI

Brand Promotion Specialist | Creative & Performance Marketing

Karawang, West Java | +62 857 1908 1479 | ridwanalawiy@gmail.com | linkedin.com/mridwanalawi

Portfolio: bit.ly/ridwanalawi-works

PROFESSIONAL SUMMARY

Creative and performance-driven Brand Promotion Specialist with 4+ years of experience across graphic design, social media management, SEO/SEM, paid advertising, product catalog design, and brand campaigns. Experienced in turning creative assets and marketing campaigns into measurable business results, including 13B+ IDR property sales from a 136M IDR advertising budget and organic growth across TikTok and Instagram. Skilled in Adobe Creative Suite, Blender 3D, Google Analytics, SEMrush, Meta Ads, Google Ads, CRM management, marketing automation, and performance reporting.

SELECTED ACHIEVEMENTS

- Created a design automation workflow capable of producing 1,000 product images in 30 minutes at Halodoc.
- Generated 13B+ IDR in property sales from a 136M IDR advertising budget, supported by 8,000 clicks and 200K+ organic impressions through SEO optimization at AsbaLand Property.
- Generated 3B+ organic TikTok traffic and 55K organic Instagram traffic within 3 months at AIMA Vehicle Indonesia.

CORE SKILLS & TOOLS

Core Competencies: Brand Marketing, Creative Direction, Graphic Design, Content Strategy, Social Media Management, SEO, SEM, Paid Advertising, UI/UX Design, Website Development, Product Photography, 3D Visualization, Video Production, CRM Management, Marketing Automation, Data Analytics, Performance Reporting.

Tools: Adobe Creative Suite, Blender 3D, Google Analytics, SEMrush, Meta Ads, Google Ads, Qontaq CRM, Asana, Hootsuite, Google Looker Studio, Microsoft Office.

Languages: Indonesian - Native; English - Intermediate; Mandarin - Basic conversational.

Professional Development: SEO Strategies for Business Growth - DailySEO. E-commerce & Digital Advertising - OrderOnline, Everpro, BobaGudang, Google Ads Mastery, Dimensi Academy.

PROFESSIONAL EXPERIENCE

AIMA Vehicle Indonesia | Brand Promotion Specialist *May 2025 - Present*

- Develop and implement brand promotion strategies to increase brand awareness, audience engagement, and customer loyalty.
- Plan and execute integrated digital and offline campaigns across social media, website, advertising, and event channels.
- Monitor campaign performance and translate results into insights for content direction and marketing optimization.
- Ensure all creative materials align with brand guidelines and support product communication.
- Support social media content, website assets, ads, brand events, product launches, and promotional activations.

AsbaLand Property | Creative Supervisor *May 2024 - Feb 2025*

- Led the creative team in producing high-quality visual assets aligned with property brand positioning and campaign objectives.
- Implemented SEO, SEM, and Meta Ads strategies to support lead generation and property sales performance.
- Managed CRM data to improve audience segmentation, retargeting, and campaign targeting.
- Directed creative production workflows to ensure timely delivery of design projects and marketing materials.
- Contributed to 13B+ IDR property sales from a 136M IDR advertising budget through integrated digital marketing efforts.

The Kasablanka Hall | Social Media Coordinator *Jan 2024 - Apr 2024*

- Planned, scheduled, and managed social media content aligned with event marketing objectives.
- Managed social accounts to improve engagement, audience growth, and content consistency.
- Monitored digital trends and adjusted content strategies to improve campaign relevance.
- Coordinated paid advertising activities and collaborated with creative teams for event visual content production.

Halodoc | Catalog Graphic Designer *Feb 2021 - Dec 2023*

- Created product catalog designs, promotional visuals, and e-commerce or app assets.
- Managed BPOM product mapping and edited product visuals to meet catalog and platform requirements.
- Produced weekly reports and improved content creation workflows for catalog production.
- Developed a design automation workflow capable of producing 1,000 product images in 30 minutes.

EDUCATION

Universitas Darunnajah Jakarta | Bachelor's Degree in Islamic Management Education *June 2016 - July 2019*

GPA: 3.01 / 4.00

Activities: Chief of Language, Entrance Exam Supervisor, Student Executive Board (BEM) Secretary.