



# MUHAMAD AGENG

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Kp.Lio Rt:006 Rw:002, Desa Mauk Barat, Kec. Mauk, Kab. Tangerang, Banten

An experience Digital Marketer, who always expand experiences and knowledge. A well-rounded person who has an interest in the Sales and Marketing field, such as Business Development and Digital Marketing

## Education Level

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### Universitas Indonesia - Depok, Indonesia

Jul 2013 - Jul 2017

*Bachelor Degree in Faculty of Economics and Business UI*

- Top 10 Startup Business Funded by Universitas Indonesia (inFishta)
- Startup Business Funded by Kementerian Riset dan Pendidikan Tinggi (inFishta)
- One of 30 students in novel "30 Paspor kelas Rhenald Kasali"
- Speaker "Kuliah WhatsApp : Strategi Menjual Produk Melalui Digital Marketing"
- Speaker "Kuliah WhatsApp : Business From Home"
- Speaker "Dialog Pasca Kampus (FMIPA UI)"

## Work Experiences

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### ACT Foundation - Indonesia

Mar 2022 - Present

*International Digital Acquisition*

- Addition of platforms. Added online donation channel platform and developed overseas. Sending collaboration proposals to potential partners daily ( Achievements : 10 platform approaches per day (8 platforms on average), adding 3 new platforms (mapping). In total there are around 250 platforms being approached, and 240 new mapping platforms. 360'an platform (other than crowdfunding) future plan.
- Adding campaigns and potential collaborations. Develop and strengthen digital global partnerships with mutually beneficial outputs. Adding new campaigns every week ( Achievements : more than 5 campaigns uploaded, 1 platform has the name ACT
- Maintain partnership. Maintain good relations progressively with global partners who cooperate with institutions and instill trust for sustainable cooperation. Establish good communication to explore the potential of new campaigns and collaborations (Achievements : Online meeting with more than 12 platforms and 1 time offline meeting with NGO )
- Generating new ideas for partnerships, such as unlocking donation features through new campaigns and optimizing existing features (Achievements : Explore new campaign content platforms that have been acquired (2 platforms) and 3-5 existing platforms. Try the FB ads channel to increase campaign exposure and increase target market visits to landing page 4 of existing platforms (continue to innovate to change the campaign model).
- Planning new campaigns with partnerships for weekly & monthly. (Achievements : 1. Planning for the newly acquired platform: the stage of studying the progress of the campaign, then there are those who are still in the review stage (2 platforms), 2. Existing platforms: initiate 2-3 campaigns with different themes and then upload them to each platform that has not yet performed, 3. focus on collaboration with public donation-based crowdfunding platforms (16 platforms) (Ex: Ketto fills out the form via Whatsapp and finally gets notified via email)

### Mina Gora Inti Persada - Indonesia

Feb 2020 - Apr 2020

*Chief Marketing Officer*

- Developed and implemented marketing strategy (online and offline)

### inFishta - Indonesia

Sep 2017 - Nov 2020

*Chief Marketing Officer*

- Collect funding for each project uploaded to the website platform
- Build a digital marketing strategy (SEO, SEM, Google ads, FB ads, IG ads, websites)
- Establish cooperative relationships with other parties in an effort to develop the company
- Serving customers through various marketing channels such as email, WhatsApp, Instagram DM, Facebook DM and other channels

## Organisational Experience

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### BEM FEB UI - Indonesia

Jan 2014 - Jan 2015

*Staff Pengabdian Masyarakat*

- Staff Department Social and Community Service BEM FEB UI Conducting and running various BEM FEBUI activities containing social elements

### Desa Binaan FEB UI - Indonesia

Jan 2014 - Jan 2015

*Head Coordinator of Equipment*

- Head Coordinator of Equipment Desa Binaan FEBUI Organizing and ensuring the completeness of the various equipment needed during the event Desa Binaan FEBUI

### Prokadisu FEB UI - Indonesia

Jan 2014 - Jan 2015

*Head Coordinator of Event*

- Head Coordinator of Event Prokadisu FEBUI Organizing and ensuring every activities to create successfulness in every event held Prokadisu FEBUI

**Sekolah Master FEB UI - Indonesia**

Jan 2014 - Jan 2015

*Person in Charge*

- Person in Charge Sekolah Master FEB UI 2014 Conducting control activities on the Sekolah Master FEBUI and responsible for preparing report report to BEM FEUI

**Skills, Achievements & Other Experience**

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- **Achievements** (2016): One of 30 students in novel "30 Paspur kelas Rhenald Kasali"
- **Achievements** (2017): Top 10 Startup Business Funded by Universitas Indonesia (inFishta)
- **Achievements** (2018): Startup Business Funded by Kementerian Riset dan Pendidikan Tinggi (inFishta)
- **Achievements** (2020): Speaker "Kuliah WhatsApp : Strategi Menjual Produk Melalui Digital Marketing"
- **Achievements** (2020): Speaker "Dialog Pasca Kampus (FMIPA UI)"
- **Achievements** (2020): Speaker "Kuliah WhatsApp : Business From Home"