



ILHAM AKBAR

Marketing - PR - Event Management

PROFESSIONAL PROFILE

An astute creative professional with an eye for detail and ability to get things done. Highly motivated and results driven with proven ten years track record in Marketing, PR and Event Management.

Easy going person who love travel and passionate with marketing, creative industry and event.

EXPERIENCE

HEAD OF MARKETING AND ADMISSION

SWISS GERMAN UNIVERSITY - ASIA | Oktober 2016 - Present



- Marketing Strategy Planning.
- Budget and Forecasting.
- Handle Promotional Event (Offline & Online).
- Activation and Event Management (Expo, Bazar, Presentation, Workshop, Seminar, etc.)
- Marketing Analysis and Market Research for Comparison product. (Pricing, Promotion and Competition Activity).
- Sales achievement monitoring for management report.
- Create SOPs for the Student Admissions process (Online Registration, Online Test, Online Submission Documents).

PUBLIC RELATIONS

SWISS GERMAN UNIVERSITY - ASIA | Oktober 2015 - Oktober 2016



- Developing good working relationships with the media.
- Arranging for advertising or promotional tools.
- Arranging PR event (Press conference, Media gathering, Workshop)
- Media monitoring.
- Write Press Release and Article.
- Website, Social Media and Digital content.
- Social Media Admin

MARKETING AND PARENT RELATIONS EXECUTIVE

RAFFLES INTERNATIONAL CHRISTIAN SCHOOL | November 2011 - October 2015



- Face to face or group presentation for Prospective student.
- Activation and Event Management (Expo, Bazar, Open House)
- Implement Admission Procedures.
- Complain handling.

MARKETING SUPPORT STAFF

PT. KK INDONESIA | January 2010 - August 2011



- Support all Member Sales Activities.
- Activation and Event Management (Workshop, Seminar, Gathering).
- Sales Admin.
- Complain handling.

CONTACT

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in Ilham Akbar

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Jakarta Barat

HARD SKILLS

- Marketing Funnels & Process
- Marketing Plan & Budgeting
- Market Analysis
- Admission Process
- Event Activation
- Advertising & Promotion
- Public Relations
- Media Relations

SOFT SKILLS

- Leadership
- Creative Thinking
- Communication & Presentation Skill
- Negotiation
- Time Management
- Networking & Adaptation Skill
- Result Oriented
- Attention for details

PERSONAL DATA

- Date of Birth : April,17th 1990
- Place of Birth : Padang, West Sumatera
- Marital Status : Single
- Religion : Moslem
- Driving License :
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PERSONAL REFERENCES

DR (Cand). Anthon S. Tondo,S.E,
M.B.A.
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+628 220 824 1080

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+628 131 691 1529

CORE COMPETENCIES

- **High achievers & Strong willed** - Always set out to learn new skills and to seek out new challenges and responsibilities, eager to prove that nothing is impossible with a little hard work.
- **Efficient & Energic** - Consistently looking for the most efficient way with powerful impact on the outcome in order to reach the objectives.
- **Excellent Communication** - Uses language effectively to gather information and facilitate an exchange of ideas.
- **Creative Thinking** - Ability to devise new ways to carry out tasks, solve problems, and meet challenges. Always trying to find new solutions rather than implementing the norm.
- **Bias for change** - Actively seeks out ways to improve business process, people, product. High adaptability to situations and changes.

PROFESSIONAL TRAINING

CERTIFIED DIGITAL SPEAKER

Communicasting Academy
2020

CERTIFIED PUBLIC SPEAKER

Communicasting Academy
2018

ASIAN MARKETING SUMMIT

Markplus Indonesia
2016

ACADEMIC HISTORY

UNIVERSITAS MOESTOPO BERAGAMA, JAKARTA

Ilmu Komunikasi
2010 - 2014
GPA 3.3

SMA DIAN ANDALAS, PADANG

2005 - 2009

CO-CURRICULAR ACTIVITY

REGIONAL DIRECTOR

PUTERA INDONESIA BANTEN ORGANIZATION | Desember 2017 - Present

PROJECT MANAGER

SASH BANTEN ORGANIZATION | April 2017 - April 2018

TRESURER

IKATAN UDA UNI DUTA WISATA PADAG PANJANG | July 2011 - July 2012