

# CONTACT

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Ilham Akhar

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Jln. H Saaba No. 56 Meruya Selatan Jakarta Barat

## HARD SKILLS

- Marketing Funnels & Process
- Marketing Plan & Budgeting
- Market Δnalysis
- 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

# **ILHAM AKBAR**

Marketing - PR - Event Management

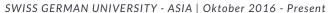
# PROFESSIONAL PROFILE

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**





- 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 Submition 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



- Activation and Event Management (Workshop, Seminar, Gathering).
- Sales Admin.
- · Complain handling.



## **PERSONAL DATA**

• Date of Birth: April,17th 1990

Place of Birth: Padang, West

• Marital Status : Single

Religion : MoslemDriving License :

(A) 12059004001566

# PERSONAL REFERENCES

DR (Cand). Anthon S. Tondo,S.E, M.B.A.

Vice Rector II Swiss German University - Asia +628 116 009 333

Dyah Puspitasari Human Resource Supervisor Swiss German University - Asia +628 220 824 1080

Dora Agustia, M.M.
Human Resource Corporate
Raffles International Group of
Schools
+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 noting 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