

Dian Pratama Putra

Bachelor of Management

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Professional Summary

Bachelor of Management graduate from Nusa Mandiri University (GPA 3.84/4.00) certified in BNSP Digital Marketing, with hands-on experience in digital marketing, operations, and project management. Proven track record in coordinating large-scale operations across 150+ matches and 70+ teams, producing 20+ digital content assets, and supporting the execution of 10+ national and international events. Adept at cross-functional team coordination, project execution, and operational problem-solving in fast-paced environments.

Work Experience

Creative & General Affair - Minisoccer Super League (PT POI)

Sep - Dec 2025

- Supported the development and execution of the Minisoccer Super League ecosystem across tiered competitions—including Series 1, Series 2, Liga 1, Asia Four Nations Cup, Indonesia Corporate Championship Cup, MSL Academy National Cup, and Fantasy MSL—by managing event operations from preparation to execution.
- Coordinated venue, logistics, equipment, and operational needs across 4 venues for 6 competition series, covering 150+ matches and 70+ teams.
- Supported the production of 20+ digital content pieces and live streams for 20+ match series, driving media exposure and improving audience engagement during the tournament.
- Coordinated on-site operational and production teams to resolve technical needs, ensuring all event phases ran smoothly, on schedule, and up to production standards.

Marketing Staff Intern - PT Ridho Makmur Sentosa

Aug 2024 – Jan 2025

- Executed marketing activities and assisted campaign coordination to enhance promotional efforts and support operational business goals.
- Managed administrative tasks and campaign requirements for marketing web projects, ensuring structured and timely implementation.
- Collaborated with internal teams to align marketing initiatives with overall company operational needs.

Design Management - Mandiri Digital Universe

Oct 2022 – Apr 2023

- Developed 10+ visual assets and digital content to support 2 major campaigns based on strategic communication goals and marketing objectives.
- Maintained visual consistency across digital marketing collateral in accordance with brand guidelines and campaign targets.
- Translated creative brief requirements into high-impact visuals tailored to communication objectives and target audience preferences.
- Coordinated with the creative team to deliver projects within specified scope and timelines.

Freelance Lighting Crew (ESP, ILP, Lemon, etc)

2020 – 2023

- Managed preparation, setup, operation, and teardown of lighting equipment for 10+ large-scale events, including Formula E Jakarta E-Prix, Ultra Beach Bali, and Louis Tomlinson World Tour Jakarta.
- Coordinated closely with the production team to fulfill technical and visual requirement standards throughout event execution.

Selected Events:

- Pesta Rakyat 30 Tahun Dewa 19 Berkarya (2023)
- New Year Eve 2023 Finns Beach Club (2022)
- Ultra Beach Bali (2022)
- Formula E Jakarta E-Prix (2022)
- BRILIANT FEST (2022)
- Louis Tomlinson World Tour : Jakarta (2022)

Education

- Bachelor of Management | Universitas Nusa Mandiri | 3.84/4.00 2021 – 2025
- Computer and Network Engineering | SMK Kesuma Bangsa 1 Depok 2017 – 2020

Core Competencies

Business & Marketing: Digital Marketing, Campaign Management, Brand Promotion, Social Media Strategy, Content Planning.

Project & Operations: Project Coordination, Event Management, Operations Management, Stakeholder Coordination, Cross-functional Coordination.

Digital & Creative: Content Production, Live Streaming Execution, Copywriting, Canva, CapCut, MS Office, Google Workspace.

Professional: Communication, Public Speaking, Problem Solving, Teamwork, Adaptability, Time Management.

Certifications

BNSP – Digital Marketing Professional Competency Certification

LSP Digital Marketing | Valid: 2024–2027

Competencies: Digital Content, Social Media & Digital Analytics, Brand Promotion, Advertising Planning, Creative Strategy & Advertising.