



MOCHAMMAD RIZKI PRATAMA

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Jakarta, Indonesia



Rizki is a Business Management student from BINUS University. He is a highly motivated and results-oriented individual with a comprehensive background. Individual with well-developed leadership, highly professional attitude, excellent time management abilities, and strong determination to perform great work. I am committed to achieving company goals and developing my career in digital marketing.

Work Experiences

Welocalize, Inc. - Indonesia Mar 2024 - Present

Ads Quality Rater

Welocalize is a leading company specializing in translation and localization services. They help businesses reach global audiences by adapting their content to different cultures and languages.

- Moderate Ads that shown in various Google platforms.
- Ensure the Ad complies with applied policies.
- Review and rate internet ads to improve which ads are presented to end users.
- Provide feedback to the AI program on how good or bad its ad suggestions are based on the user's keywords.

PT. Fliptech Lentera Inspirasi Pertiwi (FLIP.ID) - South Jakarta, Indonesia Apr 2023 - Aug 2023

General Affairs Intern

PT. Fliptech Lentera Inspirasi Pertiwi or Flip.id is an Indonesian startup company focused on financial technology that can help people send money without any transaction fees.

- Supported and assisted day to day GA operational and assist in GA projects..
- Prepared and supported internal and external events.
- Managed relationships with vendors & coordinate logistics for events, such as promotional or marketing-related gatherings.
- Provided support to the Customer Experience (CX) team during their off-office hours.

Outright Goods - Depok, Indonesia Mar 2017 - Dec 2022

Owner

Outright Goods is a self-owned online store business that operates in the fashion sector by selling brand-new and used bags and shoes.

- Increased 80% store performance score in less than 2 weeks while using paid ads.
- Managed loyalty programs that reward repeat customers with discounts, points, or exclusive perks.
- Responded promptly to inquiries and resolve complaints on Shopee or Tokopedia chat features.
- Sent targeted messages or promotions to specific customer segments, such as new users, repeat customers, or inactive users.

JakMall.com - Jakarta, Indonesia July 2022 - Aug 2022

Digital Marketing – Customer Relationship Management (Project Based Internship)

Jakmall.com is a drop shipping platform that allows users to sell products online without having to carry inventory themselves.

- Managed the utilization of CRM channels, including, push notifications, in-app messages, WhatsApp.
- Kept track of the CRM performance and identify points of improvements.
- Ensured that marketing operations are executed and delivered on time.
- Created promotional and engagement content by sending email marketing to the audience.

PT. Bank Pembangunan Daerah Sumatera Selatan dan Bangka Belitung Jul 2020 - Sep 2020
- South Jakarta, Indonesia

Customer Service Assistant

Bank Sumsel Babel is a BUMD bank owned by the Provincial Government of South Sumatera and Bangka Belitung.

- Maintained a comprehensive customer database, ensuring accurate and up-to-date customer information.
- Collected customer feedback to assess satisfaction and identify areas for improvement.
- Assisted general administrative tasks related to customer service.
- Prepared regular reports on customer service performance, such as resolution times and satisfaction scores.

Education Level

BINUS University - Jakarta, Indonesia Graduated in July 2024

Bachelor of Management, GPA: 3.75/4.00 (Cumlaude)

Projects

Intensive Bootcamp Digital Marketing Final Project: Budiman Art Gallery

Aug 2024 - Sep 2024

MySkill

- Developed and implemented a comprehensive content calendar that aligned with business goals and audience preferences, ensuring a consistent posting schedule and content variety.
- Significantly enhanced content interaction, with 3873% increase (from 15 to 581), by introducing polls, quizzes, and engaging story formats to drive real-time conversations with followers.
- Planned and optimized posting schedules to maximize engagement and visibility by analyzing audience activity and behavior trends.
- Increased social media engagement by 129% over one month (from 14286 to 18572), by refining post timing and leveraging high-quality, visually engaging content that resonated with the target audience.

User Experience (UX) Based Learning Prototype: MEALme

Jun 2023 - Aug 2023

BINUS University

- Conducted thorough user research, which included surveys, interviews, and competitor analysis.
- Identified users' pain points and goals, which informed the design of features.
- Conducted thorough user research through interviews and surveys to create detailed user personas representing target audiences.
- Collaborated with the mentor to refine strategies, address challenges, and guide the team toward optimal outcomes.

Organizational & Volunteer Experience

Trash Hero World - Jakarta, Indonesia

Feb 2024

Student Volunteer

- Engaged in social media campaigns, creating awareness of environmental issues and promoting Trash Hero's mission to a broader audience.
- Collaborated with a diverse team of volunteers and shared responsibility in maintaining cleaner, more sustainable environments.
- Supported sustainable efforts by assisting in the organization of eco-friendly projects aimed at minimizing waste.
- Collaborated with local volunteers to collect & properly dispose of waste in public spaces, landmark, and natural environments.

Asian Games 2018 - Jakarta, Indonesia

Aug 2018 - Sep 2018

Venue Coordinator

- Coordinated with the venue staff to ensure that all preparations are made for an event.
- Ensured that everything is in place and ready to go for events, meetings, parties, etc.
- Responsible for managing vendors or other outside contractors who provide services at their venue.
- Managed guest lists, including adding new names as needed and removing uninvited guests.

Youth Scientific Creativity - Depok, Indonesia

Jan 2015 - Jun 2015

Leader

- Led all members in Youth Scientific Creativity activities.
- Made concepts, made decisions and was responsible for the general tasks carried out by all members.
- Organized the course of the event from preparation to the end of the event.
- Look for alternative solutions if problems occur and make the right decisions.

Skills, Course & Other Experience

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- **Course** Fullstack Digital Marketing Intensive Bootcamp from MySkill; Digital Marketing Mini Course from RevoU; Project Management Foundations: Procurement Foundation from National Association of State Boards of Accountancy (NASBA); Innovative Customer Service Techniques from LinkedIn Learning; Fundamentals of Digital Marketing from Google Digital Garage; Professional General Affairs from Arkademi; Basic Excel Training for Employees & Jobseekers from Seratus Ilmu.
 - **Award:** 1st Place in Final Project Digital Marketing Bootcamp Batch 26.
 - **Technical Skill:** Microsoft Excel, Microsoft Word, Design, HubSpot, Multitasking, Copywriting, CRM, Database Management, Email Marketing, Data Entry, Content Marketing.
 - **Non-Technical Skills:** Customer Focus, Time Management, Decision Making, Problem Solving, Conflict Resolution, Active Listener.
 - **Languages:** Indonesian, English.