

FAISAL MUHAMMAD

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SUMMARY

Content Writer with 1 year of experience working in the technology industry and non-governmental organizations. Successfully authored 90+ fundraising campaigns that collectively raised over Rp2.600.000.000+ ([see detail](#)) as a Content Writer for the Insan Bumi Mandiri Foundation. Have attended a digital marketing bootcamp for 3 months to learn digital marketing in more depth. Skilled in content writing/copywriting, SEO, and digital marketing.

WORK EXPERIENCE

INSAN BUMI MANDIRI FOUNDATION – Bandung, Indonesia

Freelance Content Writer (February 2023 – October 2023)

- Wrote 90+ fundraising campaigns that were published on Insan Bumi Mandiri’s website with total donations reaching Rp2.600.000.000+.
- Wrote 15+ press releases about the achievements and activities of Insan Bumi Mandiri with the goal of promoting it.
- Wrote 30+ blog articles on a variety of topics including health, community empowerment, and tourism.
- Created 80+ Instagram and TikTok contents in form of feed, carousel, or reel.

PT. DOCHECK BAGI INDONESIA – Bandung, Indonesia

Content Writer Intern (December 2021 – March 2022)

- Wrote 40+ blog articles on a wide variety of topics linked to productivity.
- Wrote 10+ Twitter threads on a wide variety of topics linked to productivity.
- Create monthly content plans for Instagram, Twitter and blog articles.
- Contributed in DoZine (DoCheck’s monthly magazine) releases as a writer.

ARDAN GROUP – Bandung, Indonesia

B Radio Assistant Producer Intern (January 2020 – February 2020)

- Wrote 5+ scripts for FlyOver (afternoon) broadcast program that align with advertiser’s product yet entertaining, easy to listen, and insightful.
- Successfully gathered 70+ respondents while conducting a telesurvey about radio listener trends and advertiser products.
- Wrote news and traffic report scripts that are read periodically during broadcast by the broadcaster.
- Made a list of interesting questions for upcoming guest interviews.

INDONESIAN INSTITUTE OF SCIENCES (LIPI) – Bandung, Indonesia

Field Researcher Intern (July 2019 – September 2019)

- Made research plans based on the research subject profile.
- Collected data related to the LIPI’s bio-toilet project at Babakan Sinyar Public Elementary School.
- Analyzed the data regarding the bio-toilet project that has been collected.
- Presented the analyzed data in front of LIPI’s researchers.

PROJECT EXPERIENCE

I-POD (Communication Science Student Association of Padjadjaran University's podcast) – Sumedang, Indonesia

Project Supervisor (March 2020 – October 2020)

- Managed to make 3 episodes of I-Pod (one with a collaborator in it) in COVID-19 pandemic situation.
- Managed to make I-Pod available on several digital streaming platforms, including Spotify.
- Managed to adapt with COVID-19 pandemic situation.

ILKOM MENGAJAR II (Communication Science Student Association of Padjadjaran University's educational work program) – Sumedang, Indonesia

Project Officer (October 2019 – November 2019)

- Formulated topic, concept, and learning method based on target participants.
- Managed to deliver learning materials about bullying in a way that was fun and understood by elementary school students as participants.
- Managed to make students engaged and actively participated during learning sessions.

ORGANIZATIONAL EXPERIENCE

COMMUNICATION SCIENCE STUDENT ASSOCIATION OF PADJADJARAN UNIVERSITY – Sumedang, Indonesia

Staff of Media Division (January 2020 – December 2020)

- Created digital content and all Communication Science Student Association of Padjadjaran University's publication needs, such as Instagram post graphics and captions, podcasts, infographics, and managing social media.
- Participated in the creation of Yellowgami (Communication Science Student Association of Padjadjaran University's annual newsletter) as a layouter.

COMMUNICATION SCIENCE STUDENT ASSOCIATION OF PADJADJARAN UNIVERSITY – Sumedang, Indonesia

Staff of Community Service Division (March 2019 – December 2019)

- Maintained good relationships with the surrounding community through the Communication Science Student Association of Padjadjaran University's work program.
- Raised funds for victims and affected people when a natural disaster occurs.

EDUCATION

TEMPAT BELAJAR (February 2024 – May 2024)

Full-Stack Digital Marketing Bootcamp – Batch #12

PADJADJARAN UNIVERSITY (August 2017 – August 2022)

Bachelor of Communication Science – GPA 3.63

