

Prabu Anggoro Budiono

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PROFILE

A purpose-driven, enthusiastic, and determined individual, graduated as a Bachelor's Degree in International Relations. A life-long learner who never settles and constantly seeks new challenges to develop himself personally and professionally by applying a growth mindset. Passionate about Web3, technology, branding, digital marketing, and sports. Proficient in Microsoft Office, Excel, PowerPoint, Google Suite and Adobe Creative. Fluent in English with a basic level of French and Spanish.

EDUCATION

Universitas Jenderal Soedirman

Sept 2017 - Aug 2021

International Relations | GPA: 3.71 / 4.0

WORK EXPERIENCE

IAM Sport Solutions

Madrid, Spain (Remote)

Creative Staff (Freelance)

May 2022 – Present

- Create design, video, and motion graphics for professional football players that represented by the agency. More than 30 players from La Liga Spain, Serie A Italy, Bundesliga Germany and many more

PT. Muda Cuma Sekali

Tangerang Selatan, IDN

Thumbnail Design & Creative Branding (Part Time)

Jul 2023 – Present

- Create an engaging YouTube thumbnail that consistently generates 8-11% CTR
- Create and maintain strong branding for @Mudacumasekali on Instagram
- Re-brand the @akademicreator Instagram page

Video Editor

Feb – Apr 2024

- Day-to-day reels video editor for @endahrusmala, gained high views and helped in achieving more than Rp 170.000.000 (700+ sales) from an online class with the price of Rp 199.000
- Create a total of 4 booklet design that consist of recipe, tips, tutorial, and tools, 20+ pages each

Wilt Venture Builder Pte. Ltd.

China Town, SG (Remote)

Marketing Communication

Aug – Sept 2022

- Do an in-depth market research to create a long-term campaign strategy
- Create a Business-to-Business (B2B) marketing strategy
- Create designs and infographic for social media and PowerPoint to pitch to our clients
- Handle LinkedIn and Facebook page of the company
- Re-design the UI/UX website of the company

Int. Sports TV Network

UK (Remote)

Media Communication – Graphic Design Intern

Apr – Jun 2022

- Create graphics needed for their upcoming events related to sports and film

Pertamina Foundation

Jakarta, IDN

Media Communication – Graphic Design Intern

Apr – Jun 2022

- Create any design for social media posts and graphics needed for Pertamina Foundation
- Work closely with the copywriter to create an engaging copy and layout

Rally the Locals

Winnipeg, CAN

Digital Marketing Staff

Dec 2021 - Feb 2022

- Canadian start-up that focuses on supporting local businesses' marketing by ensuring their digital presence
- Research & develop clients' marketing campaign planning & strategy

AIESEC in Indonesia

Jakarta, IDN

Manager of Brand & Marketing - Incoming Global Volunteer Product

Jan – Jul 2020

- Created and conduct marketing strategy for 22 AIESEC Local Branches in 17 cities across Indonesia
 - Created national promotional tools and succeed to increase the number of applicants in IGV Indonesia by growing 16.3% or 385 applicants from last year
 - Won 'The Most Sustainable IGV Product of the Asia Pacific of the year' by AIESEC in APAC
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ORGANIZATIONS

Foreign Policy Community of Indonesia Chapter Universitas Jenderal Soedirman

Purwokerto, IDN

Co-Founder & Head of Marketing

Dec 2020 – Jan 2022

- Part of five class of 2017 students that initiated to build an organization as a platform to bring internationalism to our locals

- Gained 1.000+ delegates on Muda Bersuara 2021 event chapter Unsoed "Realizing Indonesia's Blue Carbon Potential: in Response to Climate Crisis"

AIESEC in Unsoed

Purwokerto, IDN

Vice President of Incoming Global Volunteer Product

Jul 2019 – Jan 2020

- Led 28 members and 20 local youth of Purwokerto to achieve their personal and professional goals
- Handled 4 social projects based on Sustainable Development Goals and delivered 86 foreign exchange participants, collaborated with local communities, school, NGO, and government

Marketing Manager of Incoming Global Volunteer Product

Feb 2019 – Aug 2019

- Initiated the 'Purwokerto Calling' campaign, consist of a new social media account on Instagram, city booklet, city video, project videos and poster
- Identified 17 stakeholders consist of communities, school, NGO, and government

Marketing Staff of Incoming Global Volunteer Product

Nov 2018 – Feb 2019

- Initiated project after movie video and created 6 weekly contents for social media and 6 IR newsletter
- Generated Rp 1.000.000 from sponsorships (Goal: Rp 200.000)

Korps Mahasiswa Hubungan Internasional Unsoed

Purwokerto, IDN

Staff of Media, Communication, and Information

Jan 2019 – Dec 2019

- Responsible in creating any graphic design needs for the organization, consist of posters and social media posts

Resimen Mahasiswa Unsoed

Purwokerto, IDN

Member

Sep 2017 – Jun 2018

- Member of Resimen Mahasiswa Batalyon 904 Kalayudha XLI Universitas Jenderal Soedirman

AWARD & ACHIEVEMENT

- **Selected Mentee of Digistar Bootcamp, Telkom Indonesia** **Mar 2022**
- **Selected Project Mentor of Local Project, AIESEC in Unsoed** **Apr – May 2021**
- **Best Executive Board of the Month – August, AIESEC in Unsoed** **Aug 2019**

SKILLS & INTERESTS

Skills: Microsoft Office (Word, PowerPoint, Excel), Design & Editing (Photoshop, CorelDRAW, Premiere Pro, XD, Canva), Social Media (Instagram, Facebook, LinkedIn, Twitter), Google Suite, Copywriting

Language: Bahasa Indonesia (Native), English (Fluent), French (Basic), Spanish (Basic)

Interests: Branding, Marketing, Operations, Project Management, Analytics, Technology, Football