

# 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.

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## EDUCATION

### Universitas Jenderal Soedirman

**Sept 2017 - Aug 2021**

International Relations | GPA: 3.71 / 4.0

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## 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

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#### 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**
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#### 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