Muhammad Farel Akbar

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SUMMARY

Management student at UPN "Veteran" Jakarta (GPA 3.57/4.00) seeking a 6-month, on-site marketing internship in Greater Jakarta from January 2027. Hands-on experience in marketing communication, AI-assisted content and partnerships. As a Partnership Specialist Intern at Kawal by Kalachakra, built an AI content workflow that raised output from 1–2 to 5 pieces per day. Co-led marketing for a concert at Bengkel Hall SCBD that generated 1.2M+ Instagram views in 90 days.

EDUCATION

Universitas Pembangunan Nasional "Veteran" Jakarta 2024 – 2028 (expected)
Bachelor of Management · GPA 3.57/4.00 · South Jakarta

WORK EXPERIENCE

Kawal by Kalachakra — Partnership Specialist Intern May 2026 – Present
Hybrid · A startup building a parental-control app for families and AI coaching for companies.

- Built an AI-assisted content workflow that raised video and carousel output from 1–2 to 5 pieces per day.
- Connected Claude to CapCut and Porter Metrics to speed up video editing and track content engagement.
- Reached out to 500+ potential partners across affiliates, schools and communities; closed 5 partnerships (3 affiliates, 1 school, 1 community).
- Drafted the PRD, Terms & Conditions and Privacy Policy, and designed UI mockups with Claude Design.

ORGANIZATIONAL EXPERIENCE

Closing Management (Closman) 2026 — Deputy Head of Marketing Communication Jun – Nov 2026

- Co-led a ~35-person team across Marketing, Sponsorship, PR and Branding for a concert at Bengkel Hall SCBD (1,200 capacity).
- Generated 1.2M+ Instagram views in 90 days, two-thirds from non-followers.
- Brought in 39 media partners, all on unpaid terms; oversaw the sponsorship team that secured 7 sponsors, including BTN, BSI and BSM Rental.

HIMA S1 Manajemen — Head of Public Relations Bureau Feb 2026 – Present

- Rebuilt the association's Instagram from zero to 1,200 followers after the account was lost in early 2026.
- Managed an 8-person team from content planning to production, reaching 390K+ views in 90 days.
- Drafted MoUs with external partners and sourced sponsors for association programs.
- Public Relations Staff (Feb – Dec 2025): awarded Best Staff of Public Relations for Q4 2025.

Conference of Management (Comment) 2026 — Project Officer Mar – Jun 2026

- Headed a seminar on "Being Relevant in the Age of AI" for 150 participants, coordinating a 52-person committee.
- Handled sponsor Tokocrypto (IDR 10 million) and expanded the deal to include a speaker session; oversaw IDR 15 million in total funding.

Company Visit 2025 — Project Director Feb – Jun 2025

- Organized a visit to the United Tractors head office for 49 participants with a 21-person committee; oversaw publicity, external relations and finance.

Other committees, UPN "Veteran" Jakarta 2024 – 2025

- Mamen 2025, Mentor: mentored 22 new Management students; the group was named Best Group.
- Comment 2025 and Economic Career Day 2025, PR Staff: secured speakers and media partners, drafted MoUs, created promotional content.
- Comment 2024, PR Staff; Closman 2024, Marketing Staff: sold tickets, negotiated KOL contracts, co-wrote the post-event report.

SKILLS

Marketing	Social media & content strategy, content planning, digital marketing, PR & media relations, KOL management, market research, graphic design, video editing & animation
Business	Partnerships, sponsorship, negotiation, MoU drafting, event & project management
AI workflow	Claude (Claude Code, Claude Design), ChatGPT, Gemini, Google Flow, ElevenLabs, Notion AI
Tools	Microsoft Word, PowerPoint, Google Sheets, Adobe Photoshop, Notion, CapCut, Porter Metrics, Instagram Insights
Languages	Indonesian (native), English (basic; good listening comprehension)