



# MUHAMMAD RIZKY ZULIANSYAH NASUTION

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Jagakarsa, Jakarta Selatan

Muhammad Rizky Zuliansyah Nasution (24) is a Detail-Oriented Management person with an interest in Human Capital, Data Analytics, Learning & Development, Marketing, and Hospitality Industry. Graduate as Cumlaude Predicate with GPA 3.77, Rizky has a good motivation for progress and growth, an adaptive, communicative, highly organized person, also strong analytical. Right now, Rizky is still constantly seeking opportunities to grow and develop his skills to perform well in multitasking environments.

## Work Experiences

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### PT. Kurnia Ciptamoda Gemilang - Jakarta, Indonesia

Jun 2024 - Present

#### Trainer Assistant

Internship - Premium Retail Enterprise handling Brand Charles & Keith - Pedro

- Played a key role in managing more than 10 batch training sessions within 30-60 participants ranging from sales associate to supervisor level for each batch.
- Educated 15-30 participants per week for Pedro store employees on its Service Protocol and evaluated their adherence to service guidelines.
- Implemented 10-15 Competency Development Plan (CDP) assessments for Pedro store employees to enhance their skills and performance.
- Oversaw the On-Boarding Program (OBP), managing reports and feedback to continuously improve its effectiveness.
- Conducted 1-3 regular store visits per month to assess staff knowledge of new arrivals and ensure consistent compliance with service standards.

### Gran Melia Hotel Jakarta - Jakarta, Indonesia

Jan 2022 - Jul 2022

#### Marketing Communications

Internship - Five Star Hotel located in the heart of Jakarta's Golden Triangle

- Preparing more than 30 social media post material for Instagram, Facebook, and Google Ads per month.
- Create 30-45 copywriting for social media post, media partner release, and promotional blast message each month.
- Successfully created and arranging more than 5 marketing campaign within 6 months.
- Reviewing 2-3 partnership agreement for promotional plan per month.
- Keeping track of all marketing report from digital ads and provide the fixed report to supervisor per month.

### Putra Mahkota Event Organizer & Entertainment - Jakarta, Indonesia

Aug 2020 - Dec 2021

#### Reception Coordinator

Crew - Event Organizer & Entertainment Industry

- Reviewing more than 25 VIP guests list per event.
- Stand by and keeping track on the VIP guest list per event.
- Escort 10-15 VIP guests to entering VIP Room per event.
- Responsible for the guests attending and the guest book including VIP Guests at the entrance gate per event.

### PT, Jakarta International Expo - Jakarta, Indonesia

Apr 2019 - Jun 2019

#### Information Officer

Staff Temporary - Jakarta Fair 2019 Event

- Preparing an information of event, including ticket price, guests star, and concert timeline per day.
- Review the number of guests attending per day.
- Make 10-15 announcement and appeals to all guests at the event per day.
- Provide special services for elderly guests, including providing wheelchairs and information regarding health services around the event area.

## Education Level

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### Universitas Sahid - Jakarta, Indonesia

Sep 2019 - May 2023

#### Bachelor of Management, 3.77/4.00

- Honors : Graduated Predicate Cumlaude (3.77/4.00)
- Actively in Executive Student Council Faculty of Economics and Business as External Public Relations.
- Attending and participating in meetings, conferences, and other events in and outside of the institution.
- Actively participates in more than 10+ campus events, such as competitions, webinars, and skills training workshops.
- Successfully participated in the internship "Magang Merdeka - Merdeka Belajar" programs.
- Providing support to students and other colleagues.

### Vocational High School State 57 of South Jakarta - Jakarta, Indonesia

Jun 2016 - Jun 2019

#### High School Diploma in Hotel Accommodations

## Organisational Experience

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**Executive Student Council Faculty of Economics and Business**

Apr 2020 - May 2022

*Public Relation Coordinator*

- Responsible for all of the organization's reputation to ensure the organization perform optimally.
- Establish and develop relationships, information and communication with organizations and/or individuals, both internal and external to the organization.
- Collaborate across multi-departments to support communications in each departments.
- Manage 3 team members to achieve goals of public relation division.
- Helping to find solutions to administration students problems related to the department and facilitating problems related to other parties.

## Additional Skills

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- **Technical Skills:** Human Capital, Data Analytics, Learning & Development, Marketing, Hospitality Industry.
- **Software Skills:** Microsoft Office (Advance), Microsoft Excel (Advance - Vlookup, If, Countif, Pivot Table), Google Analytics, Looker Studio (Basic), SQL (Basic), Tableau (Basic), Canva Design, InSoft System, Hootsuite.
- **General Skills:** Adaptive, Critical Thinking, Analytical Thinking, Self & Time Management, Communication, Attention to Detail, Problem-Solving, Leadership, Teamwork, Positive Approach, Organized Person, and Hands-On Executer with Positive Attitude, Creative.
- **Certification:** Data Analytics Certification by RevoU, Digital Marketing Certification by MarkPlus Institute.
- **Language:** English (Advance), Bahasa Indonesia (Native)