

Muhammad Luthfi Diantoro

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Summary

A creative and marketing professional with over 2 years of experience in content strategy, social media management, and campaign execution. Managed 6+ brand accounts at the same time, creating campaigns that reached up to 5M+ monthly views and helping grow revenue by IDR 100–200M/month through content-driven marketing. A strong team player with good analytical skills and a passion for building brands and connecting with audiences.

Education

Sunan Gunung Djati State Islamic University Bandung

2019 – 2023

Communication Science, Concentration in Journalism, GPA 3.55/4.00

Relevant Courses : TV News Production, Online Journalism, News & Feature Writing, Photojournalism, Cross-Cultural Communication, Media Law & Ethics, Journalism Research Method.

Working Experience

20FIT Group

Content Specialist & Creative

Jan 2025 – May 2026

- Managed content strategy and execution across 6+ brand accounts (20FIT Gym, Shop, Sports Clinic, Justisia Half Marathon, Indonesia Women Half Marathon, Sportfest), contributing to campaigns that generated up to 5M+ monthly views
- Supported visual design-driven revenue growth of approximately IDR 100–200M/month for 20FIT Sports Clinic through strategic content aligned with marketing campaigns
- Led content execution for multi-city event activations (Livin Runfest across 6 cities), managing pre-event, on-ground, and post-event content that reached 4–5M views within 4 months
- Collaborated with cross-functional teams including marketing, partnerships, and event operations to deliver sponsor and media partnership deliverables for events attended by 5,000+ participants
- Handled crisis communication content strategy during a force majeure event, adapting messaging within 48 hours of a last-minute schedule change

PT. Murunah Kreatif Indonesia

Creative Design — Freelance

Aug 2024 – Nov 2025

- Managed social media accounts and content strategy for multiple partner SME brands
- Produced campaign-driven visual and video content including LED video for event activations

PT. Untung Corp

Junior Marketing

June 2024 – July 2024

- Developed content planning and campaign strategy for social media channels
- Created video concepts and sourced creative references to support campaign direction
- Produced and edited video content for Instagram and a podcast channel

PT. Multimedia Unggul Prakarsa

Branding & Digital Marketing

Oct 2023 – April 2024

- Developed product video concepts and visual education materials to support dealer networks and sales teams
- Created video content that contributed to increased product visibility and sales enablement

Telkom Indonesia

Marketing Intern — DDB Telkom

Jan 2023 – June 2023

- Developed social media content strategy for Telkom Digital Business Director's TikTok and Instagram, contributing to 28,000+ views from 4 videos
- Grew the Director's TikTok from 0 to 310 followers through strategic content planning and execution
- Organized internal events for Digital Business division including Townhall and Leap Story Workshop
- Conducted UX research on Telkom's Padi UMKM platform, delivering user journey insights to the product team

Volunteer Experience

Qurban Plus by Muhadjir Project

Volunteer

May 2025 – June 2025

- Oversaw the care, feeding, and health monitoring of 3,500 goats throughout the Eid al-Adha and Tasyrik period, ensuring all livestock remained in optimal condition from arrival to distribution.
- Coordinated livestock intake from multiple regional vendors and managed live animal handover to qurban donors and buyers.

My Nations

Volunteer

Oct 2020 – May 2021

- Led educational sessions teaching basic reading, writing, and arithmetic to children in Bekasi district
- Contributed to social assistance events with Youth Organizations for citizens

Metamorfrosa Indonesia

Volunteer Batch 4

Oct 2019 – Jan 2020

- Volunteered in rural Bandung community education programs
- Teaching basic reading, writing, and arithmetic to children

Skills

Technical: Canva, Adobe Photoshop, Adobe Premiere, CapCut, Google Sheets, Google Slides

Language: Indonesian (Native Speaker), English (Intermediate)

Soft Skills: Content Strategy, Social Media Management, Brand Communication, Campaign Planning, Video Production, Visual Design, Cross-functional Collaboration, Crisis Communication, Leadership

Courses & Certifications

- Adobe Premiere — Videolabs Online Course (2024)
- Foundations of Digital Marketing & E-commerce — Google (2023)
- Intensive Bootcamp Digital Marketing — MySkill (2022)
- Mini Bootcamp UI Design — MySkill (2022)
- Basic Level Student Journalism Training — Lembaga Suaka Pers (2021)