

Luthfi Firdaus

Creative Specialist & Digital Strategist

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PROFESSIONAL SUMMARY

Creative Specialist & Digital Strategist with 8+ years of experience across graphic design, digital marketing, and e-commerce growth. Skilled in integrating **brand strategy**, UI/UX design, data-driven marketing, and CRM architecture to build engaging customer experiences and measurable business impact.

Experienced in bridging creative execution with business strategy **from developing** national retail visual systems to optimizing marketplace performance and designing customer loyalty programs.

CORE EXPERTISE

- Brand Identity & Visual Strategy
- CRM & Loyalty Program Strategy
- Marketing Campaign Development
- UI / UX & Web Experience Design
- Retail Visual & Print Production
- E-commerce & Marketplace Optimization
- Digital Marketing Strategy
- Data-Driven Creative Execution

TECHNICAL SKILLS

- Adobe creative suite
- HTML / CSS (Basic Web Development)
- Marketplace Management (Lazada, Blibli)
- Figma
- Google Analytics
- CRM Strategy & Campaign Analysis

SELECTED IMPACT

- Improved marketplace product visibility through optimized visual assets and coordinated campaign strategies across digital platforms.
- Developed standardized national retail design templates implemented across multiple store locations.
- Led integrated digital campaigns combining creative design, marketing strategy, and customer engagement initiatives.
- Strengthened brand consistency across online and offline marketing materials.

PROFESSIONAL EXPERIENCE

PT ALDMIC COUPON DIGITAL
Digital Creative & E-commerce

2022 — 2024

- Acted as a CRM and loyalty strategist in high-level client discussions, analyzing user behavior and designing data-driven customer engagement strategies.
- Designed digital visual assets and marketing materials to support integrated campaigns and digital growth initiatives.
- Managed and optimized marketplace presence across Lazada and Blibli to increase product visibility and brand consistency.
- Collaborated with marketing and sales teams to develop campaign strategies aligned with business growth objectives.
- Ensured brand identity consistency across digital touchpoints and marketing communications.

PT ANEKA MULTI PERSADA
Marketing & Campaign Lead

2019 — 2021

- Led end-to-end digital marketing campaigns focused on customer acquisition and brand awareness.
- Conducted market research and competitor analysis to identify new growth opportunities.
- Managed marketing budgets and audience segmentation strategies based on market behavior.
- Developed the company's sales website infrastructure to strengthen digital presence.
- Built strategic partnerships with mall operators to launch collaborative promotional campaigns and events.

- Developed standardized national retail design templates implemented across Guardian outlet networks.
- Produced marketing assets including catalogs, flyers, packaging, and retail visual materials.
- Designed in-store branding such as banners, end-gondolas, and promotional displays.
- Supported national marketing campaigns with consistent brand communication across channels.

EDUCATION

Bachelor of Arts – Visual Communication Design

Universitas Mercu Buana (2011–2015) | GPA 3.60

Diploma – Multimedia

Bina Informatika Bintaro (2008–2011)

PORTFOLIO

Portfolio Website

lfirdaus19.firebaseio.com

Creative Portfolio & Selected Works available upon request.

