

# LUTHFI FIRDAUS

## Creative Specialist & Digital Strategist

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### PROFESSIONAL SUMMARY

Results-driven creative professional with 8+ years turning brand vision into commercial outcomes. Built and scaled visual systems at national level (Guardian Indonesia), drove e-commerce growth across Lazada and Blibli, and architected CRM strategies that deepened customer loyalty. Combines design fluency with marketing strategy and a founder's instinct having launched and operated an F&B business independently from the ground up.

### CORE EXPERTISE

- Brand Identity & Visual Strategy
- Digital Marketing & Campaign Strategy
- CRM Architecture & Loyalty Programs
- Retail Visual & Print Production
- UI/UX & Web Experience Design
- Video Editing & Social Media Content
- Data-Driven Creative Execution
- E-Commerce & Marketplace Growth

### PROFESSIONAL EXPERIENCE

#### Digital Creative & E-Commerce Strategist **PT Aldmic Coupon Digital**

2022 — 2024

*Creative strategy and marketplace operations for multiple brand clients*

- Produced end-to-end creative assets for e-commerce clients: voucher banners, social media feeds & stories, GIFs, and web UI/UX adhering to each client's brand guidelines.
- Developed sales and promotional materials based on client requests, driving engagement across digital touchpoints.
- Designed presentation decks and usage guides to support client pitching and onboarding needs.
- Managed event material production from pre-event preparation through post-event completion.
- Collaborated directly with clients to ensure all creative output aligned with brand identity and communication objectives.
- Handled multi-client workload simultaneously, adapting visual style and tone per brand standards

#### Marketing & Campaign Lead **PT Aneka Multi Persada**

2019 — 2021

*End-to-end ownership of digital strategy, budget, and cross-channel execution*

- Produced all creative materials for up to 4 restaurant brands simultaneously: menus, social media content, event needs, and restaurant decoration.
- Conceptualized and planned upcoming promotions and events covering theme, budget, concept, and management reporting.
- Managed event execution from pre-event preparation through completion, including guest request fulfillment.
- Collaborated with mall management and tenants for joint events and brand activations.
- Led new brand opening projects end-to-end: location scouting, floor plan, permits, design works, and brand launch.
- Adapted creative output and brand tone across multiple F&B brands with different identities simultaneously.

#### Graphic Designer **Guardian Indonesia**

2016 — 2019

*Designed the visual system deployed across Guardian's entire national outlet network*

- Created the standardized retail design template system rolled out across all Guardian outlets in Indonesia defining the brand's in-store visual language.
- Produced a high volume of retail collateral: catalogs, promotional flyers, packaging, banners, end-gondola displays, and pop-up materials.
- Supported national monthly campaigns and large-scale promotional events requiring cross-departmental coordination.
- Engineered in-store visual touchpoints to drive foot traffic, promote products, and reinforce brand recognition at shelf level.

## TECHNICAL SKILLS

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**Design & Creative:** Adobe Creative Suite · Figma · UI/UX Design · Brand Identity Systems · Retail Visual & Print Production

**Marketing & Growth:** Digital Campaign Strategy · CRM & Loyalty Architecture · Marketplace Management (Lazada, Blibli) · Social Media Marketing · Google Analytics · Market Research

**Technical:** HTML / CSS · Content Automation Tools · E-Commerce Platform Operations · Website Infrastructure Development

## EDUCATION

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**Bachelor of Arts — Visual Communication Design**

*2011 – 2015*

Universitas Mercu Buana · GPA: 3.60 / 4.00

**Diploma — Multimedia**

*2008 – 2011*

Bina Informatika Bintaro