

Creative PORTFOLIO



Hello, I'm Lutfi

I have experience leading a team to develop innovative campaigns to create the valuable customer experience. More than five years of working in a fast-paced environment strengthened my expertise in social media marketing, marketing communication, brand development, event, and promotional activities.



Creative Skill

Brand Development

Develop marketing communication, create brand guidelines, supervision of creative processes in all branch offices, maintain brand guideline, and work with influencers to increase brand awareness

Event Marketing

To create emotional relationship between consumers and products. The scope of responsibility includes collaboration with the sales team, negotiating with vendors, creating a timeline, promotional materials, documentations, and media campaigns

Content Marketing

Creating relevant and valuable content to attract the target audience. Starting from research, creative briefs for content production, copywriting, and creative team management

Social Media Marketing

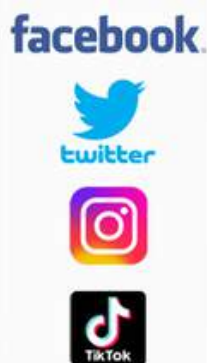
Create social media strategy to create engaging content and create meaningful conversations and engagement within their target industry by posting videos, news, data, and trends.

Professional Tools

Microsoft Office



Social Media Organic & Ads



Analytics & Reporting



Design & Video Editing



Customer Relationship Management



PROJECT SUMMARY



Social Media Management

Creative Branding

Event Management

KOL Management

Video Advertisement Production

Mobile App Content

Website Content

Social Media Management

Gain followers and engagement rate

Objective

- Creating relevant and content according to the brand
- Invite the audience to interact to build engagement
- Building a community to strengthen brand advocacy
- Increase followers on social media

My Scope of work

- Creative Team management
- Brand strategy and identity creation
- Media plan and creative brief creation
- Content creation and copywriting
- Analyze and gain insight from data

Create Instagram stories and making highlights to make it easier for the audience to find information

Video productions for ig reels

Designing feeds and creating content on social media



Key learning

- Important to filter your creative team
- Macromanagement to delegate team
- Adapt with social media channel trends
- Maintain brand guidelines
- Creative brand visual productions
- Create interactive content

Actions

- Analyze competitor content strategy
- Make brand guideline as brand personality
- Planning platform, theme, and content pillars
- A/B testing for content visual and topic
- Create vision, mission, and purpose of the brand
- Set up brand differentiation and positioning

Results

- Gain more than 300.000 new followers
- Increase account reached up to +57,8%
- Increase content interactions up to +485%

Source : Data Instagram Insight June 2022



Creative Branding

BECAUSE YOU MATTER

#BecauseYouMatter campaign responding to the Covid-19 pandemic has an impact on the behavior of passengers who are still afraid to fly. Garuda Indonesia is seeking various creative campaigns with visuals and various activities to educate travelers not to be hesitant about flying. Such as distributing masks on Garuda Indonesia flights, personal health kits, videos, and installing a special mask livery on the nose of the plane.

Campaign Ayo Pakai Masker

Part of Because You Matter campaign, The main objective of **Ayo Pakai Masker** campaign is to invite people to jointly use masks to prevent the spread of COVID-19.



Health Protocol



Personal Health Kit



Aircraft Livery



Results

The Launching of the livery has **made international news headlines in more than 10 countries globally**, successfully bringing pride to Indonesia. Moreover, it receives a **positive response on social media with almost 5 Mio impressions and more than 470.000 engagements.**

SCAN OR CLICK TO
VISIT A SAMPLE PROJECT



Co-Branding

The synergy to provide convenience for customers is visualized in the artwork Livery Livin' by Mandiri and Garuda Indonesia.

My Scope of work

- Supervision of aircraft livery designs
- Coordinate with partners regarding brand guidelines
- Make a video story related to the background of the collaboration
- Documentation with videos and photos
- Prepare a media plan on social media

Result

- Generate more than 500.000 total views on Instagram
- Gain more than 20.000 new followers on Instragram

SCAN OR CLICK TO
VISIT A SAMPLE PROJECT



Event Management



The biggest travel fair regularly held by Garuda Indonesia to provide travel packages with attractive offers, discounted flight tickets, redeem miles promo, and various other added value.

My Scope of work

- Collaborate with event organizers and sales team to prepare promotional materials
- Supervise event themes, concepts, layout
- Designing promotional media
- Create briefs and supervise KOL's content

Results

Generate up to 80,000 visitors, transaction value of more than IDR 200 billion rupiahs, and more than 29 national media coverage (newspaper, radio, television).



KOL Management

Collaboration with artists, influencers, and Key Opinion Leaders such as *Raisa, Raffi Ahmad, Dion Wiyoko, Jonathan Frizzy, Andien, RAN, Tantri Namirah, Sahil Mulachela, etc.*

Objective

- Increase brand awareness and engagement rate
- Reach the target audience effectively

My scope of work

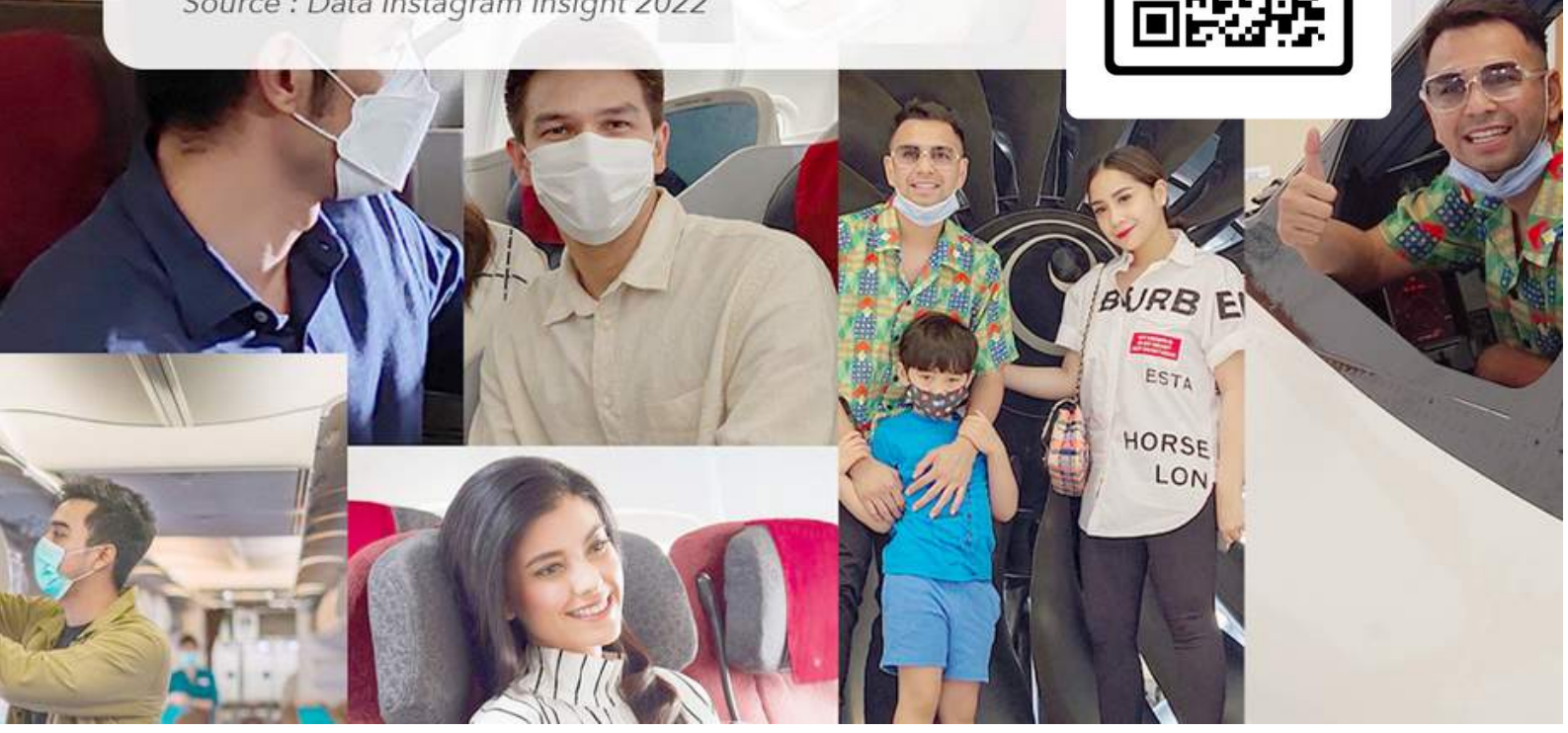
- Creating strategy formulation and brand guideline
- Create briefs and supervise KOL's content
- Executing and monitoring campaign performance

Result

- Increase reach up to 10X on social media
- Increase engagement rate to 1.24%

Source : Data Instagram Insight 2022

SCAN OR CLICK TO
VISIT A SAMPLE PROJECT



Video Advertisement Production



#BecauseYouMatter Musical Video



Garuda Indonesia Safety Video



Raisa Tour With Garuda Indonesia



Video Aircraft Cargo Freighter

**Click Youtube icon to watch full video*

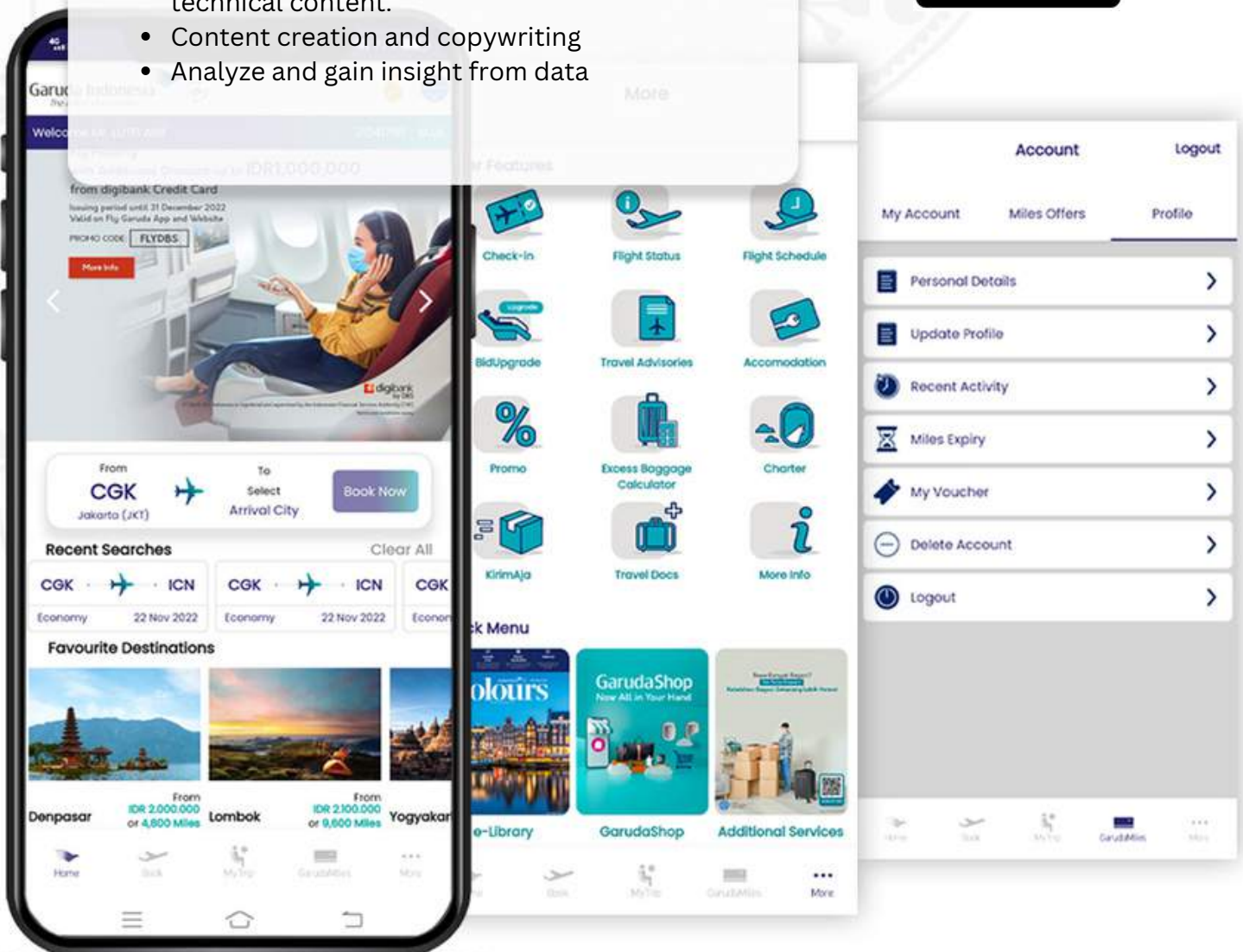
Mobile App Content

The new Garuda Indonesia mobile app brings a 5-Star travel experience. Here's the key features improvements :

- Check-in for upcoming flights up to 24-hours in advance.
- Manage your trips and complete your trip with special offers.
- Use your boarding pass to get extra benefits and offers.
- Check flight status and schedule for all flights.
- Discover new travel destination with the best fares.
- Manage your Garuda Miles account easily.

My scope of work

- Creative team management
- Media plan and creative brief
- Collaborate with pricing and sales teams to display promotions.
- Collaborate with the web developer for technical content.
- Content creation and copywriting
- Analyze and gain insight from data



Website Content

My scope of work

- Creative team management
- Media plan and creative brief
- Collaborate with pricing and sales teams to display promotions.
- Collaborate with the web developer for technical content.
- Content creation and copywriting
- Analyze insight from data

Total Visits
942.0K

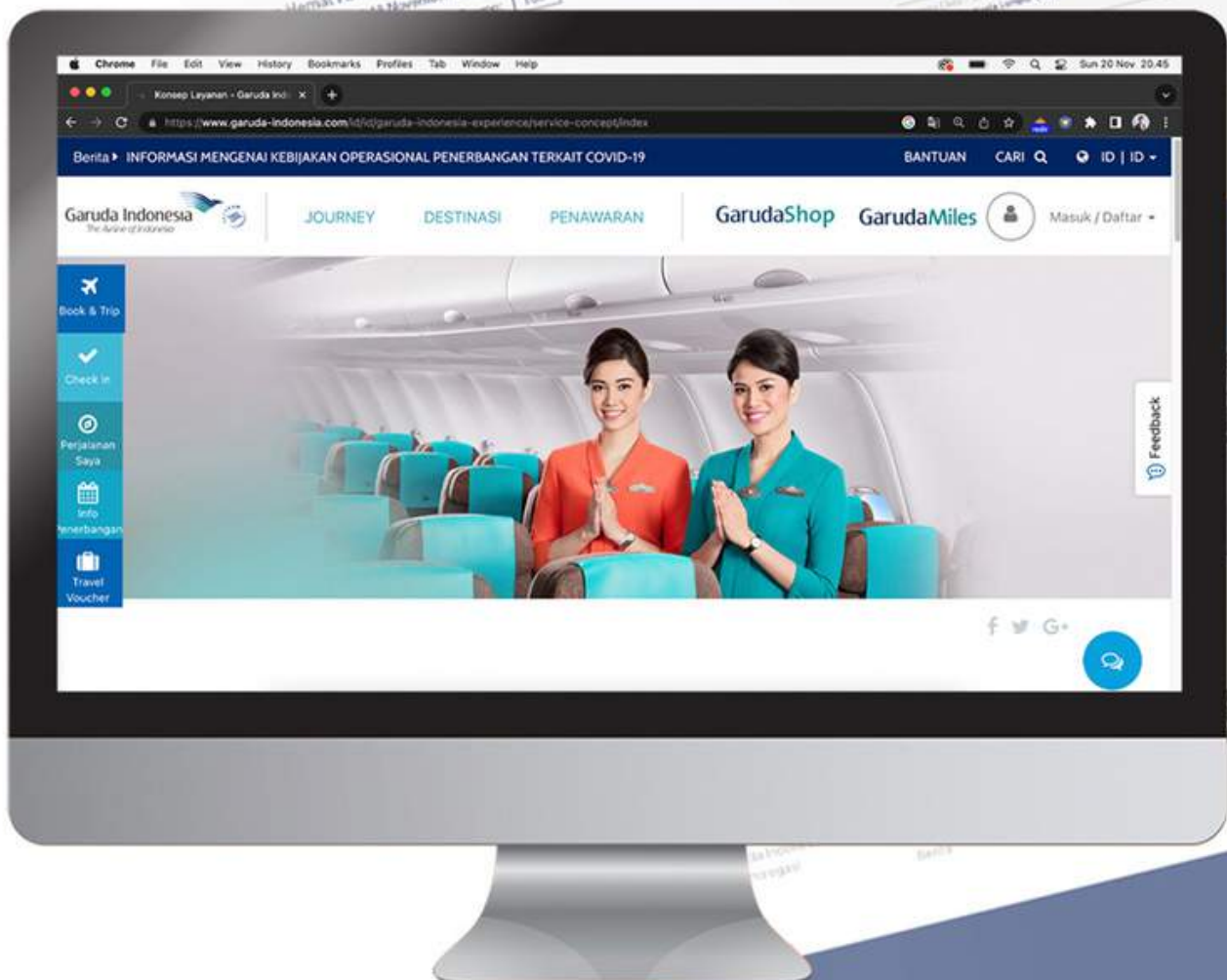
Last Month Change
11.81% ▲

Avg Visit Duration
00:04:35

Bounce Rate
39.30%

Pages per Visit
4.22

 similarweb



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