

ZAKY NURAHMAN

Digital Marketing & PR

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Portfolio: zakynurahman.com

PROFESSIONAL SUMMARY

Business-aware marketing expert who implements strategic and tactical marketing activities to drive growth, engagement, and conversion. Experienced in managing all stages of campaigns, designing partnerships, and executing integrated approaches. Expertise includes market trends research, optimization strategy, Go-to-Market planning, KOL partnerships, and viral content development.

WORK EXPERIENCE

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| Marketing Manager
<i>Rexus</i> | 2025 – Present |
| <ul style="list-style-type: none">Spearhead comprehensive marketing initiatives and strategy execution across multiple channelsManage strategic partnerships and collaborate with stakeholders to drive brand growthLead offline events, brand activations, and product launches to maximize market penetrationOversee social media strategy and direct advertising campaigns across digital platforms | |
| Digital Marketing Expert
<i>EVOS (eSport Company), Jakarta</i> | 2022 – 2023 |
| <ul style="list-style-type: none">Led end-to-end marketing projects from strategy to execution delivering impactful resultsAnalyzed consumer behavior and market trends to optimize campaigns across digital channelsManaged KOL relationships and maximized engagement to strengthen brand presenceGenerated performance insights to align campaigns with company goals | |
| PR & Social Media Lead
<i>AKG Entertainment (Game Publisher), Jakarta</i> | 2020 – 2022 |
| <ul style="list-style-type: none">Managed cost-efficient marketing projects and analyzed campaign performanceCreated impactful content for blogs, advertisements, and social media platformsIntegrated new platforms and actively engaged with Indonesian gaming community | |
| Social Media Specialist
<i>Bouche Indonesia (Digital Agency), Jakarta</i> | 2017 – 2020 |
| <ul style="list-style-type: none">Managed high-profile clients including Djarum, Acer Indonesia, and mobil88Strategized paid media campaigns and analyzed performance across social platformsMaintained editorial calendars and collaborated with teams to ensure KPI achievement | |
| Junior Web Developer & Digital Planner
<i>AKARAYA DIGITAL (Digital Agency), Jakarta</i> | 2014 – 2016 |
| <ul style="list-style-type: none">Supported development of client registration platform backend systemsContributed to social media content creation for BACCO and BSD eXtreme Park | |

EDUCATION

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| Master of Business Administration (MBA)
<i>Binus Business School, Jakarta – Professional Business Management (International Class)</i> | 2019 – 2021 |
| Bachelor of Computer Science
<i>Binus International University, Jakarta</i> | 2010 – 2014 |

CORE COMPETENCIES

Campaign Management • Public Relations • Corporate Communications • Business Development • Digital Marketing • Go-to-Market Strategy • Product Marketing • Community Management • KOL Partnerships • Content Strategy • Offline Event

ACHIEVEMENT

First Winner – Business Sales Negotiation Competition

Organized by Microsoft Indonesia