MOCHAMAD RIZAL PURNAMA



Creative & Marketing · Lifestyle & Luxury Hospitality
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Website · Portfolio · LinkedIn · Instagram

PROFESSIONAL SUMMARY

Creative & Marketing professional in lifestyle & luxury hospitality, managing content with clear marketing intent that supports marketing and sales execution. Ambitious and target-driven, with a focus on setting specific goals and achieving them within defined timeframes. Skilled across photography, videography, design, digital marketing and paid advertising, and an early adopter of new tools such as 360° virtual tours AI generated content and AI-driven guest engagement to improve marketing.

WORK EXPERIENCE

Content Creator & Social Media Executive Apr 2026 - Present
The Standard, Maldives by Hyatt (Lifestyle Hospitality Resort)

- Planned and executed end-to-end content production, including concept development, photoshoots, editing, copywriting, and publishing
- Managed social media platforms on Instagram and Facebook
- Coordinated and photoshoots, including collaborations with influencers, KOLs and Guests
- Developed and optimized Meta Ads campaigns to improve reach and engagement
- Collaborated closely with operations and sales teams to align content strategies with business goals

Creative & Marketing Executive (Supervisor) Jan 2025 - Mar 2026
Qunci Villas (Luxury Hospitality Resort) · Lombok, Indonesia

- Led the marketing communications and creative team, owning content strategy across digital, paid, and offline channels.
- Collaborated with the Sales & Revenue team on OTA and Brand.com campaign execution, supporting promotions and direct-booking objectives.
- Coordinated third-party agencies for Google Ads, web developer and content production, managing briefs, timelines and output quality to brand standard.
- Managed influencer and KOL collaborations end-to-end, from outreach to performance review.
- Directed graphic and motion design for campaigns and oversaw print production and offline materials.
- Implemented SEO and AEO strategies and supported website development for conversion and brand positioning.

Key results:

- Led the development of the property website from the ground up with a third-party web developer, coordinating site structure, content and SEO implementation.
- Reduced costs by developing in-house 360° virtual tours that enhanced guest experience and direct-booking conversion.
- Built an integrated Marketing system across digital, paid, and offline channels, plus a CRM ecosystem and 24/7 AI chatbot (web, social, WhatsApp).
- Repositioned the brand as a high-end luxury hospitality destination.

Digital Marketing (Head Office) Dec 2023 - Dec 2024
PT. Almega Jaya Group (Hospitality, F&B & Lifestyle) · Bandung, Indonesia

- Led creative and digital marketing team across 8 business units; supervised graphic designers, content creators, and videographers.
- Ran recruitment and training for the creative division and owned content calendars, campaign planning, and copywriting.

Key results:

- Managed marketing and creative operations for 8 business units
- Researched and identified high-performing content that aligned with the brand identity, resulting in over 3 million organic views from a single viral social media video.
- Contributed to a 50% increase in sales month-on-month and year-on-year
- Standardized creative workflows to improve efficiency and brand consistency

Visual Graphic Designer (Head Office) Aug 2022 - Nov 2023
PT. Nimo Land Group (Tourism & Resort Destinations) · Bandung, Indonesia

- Developed brand guidelines and standardized print systems for tourism and resort destinations across 10 business units Indonesia, including sites in Bandung, Subang, Malang, Sulawesi, and Kalimantan.

- Designed promotional, signage, merchandise, and wayfinding materials; reviewed and approved creative output from branch teams nationwide for consistency.
- Delivered creative assets for multi-location brand launches nationwide.

Key results:

- Managed Visual Graphic Design for 10 business units
- Researched and identified high-performing content that aligned with the brand identity, resulting in over 6 million organic views from a single viral social media video.
- Awarded “Most Productive” at the company CEO Awards.
- Drove 5,000 daily visitors per branch during grand openings through influencer partnerships.

Digital Marketing Jun 2021 - Jul 2022
Forrestful · Bandung, Indonesia

- Managed digital marketing, content production, copywriting, and customer communication.
- Handled social media, SEO, and graphic and motion design, and oversaw print production.

Content Creator & Graphic Designer Jun 2020 - May 2021
PT. Almega Jaya (Driam Riverside) · Bandung, Indonesia

- Created photo and video content for marketing and social media across hospitality and F&B brands.
- Designed promotional materials for digital and print, managed social accounts and content calendars.

Graphic Designer (Internship) Mar 2020 - May 2020
CV. Inrizk Karya Group · Bandung, Indonesia

- Designed marketplace banners and print materials, produced product photography for e-commerce.

SKILLS

Creative & Production: Photography, Videography, Photo & Video Editing, Graphic Design, Motion Design, 360° Virtual Tours, AI Generated Content
Software: Adobe Lightroom, Premiere Pro, After Effects, Illustrator, Photoshop, CapCut, Canva, CorelDRAW
Marketing & Growth: Meta Ads Manager, Google Ads, Google Analytics, SEO/AEO Strategy, CRM, AI Chatbot Integration, Email & WhatsApp Marketing
Web & Technical: Figma, Basic Programming, Website Management, Microsoft Office (Excel, PowerPoint, Word), AI Prompting (GPT, Claude Cowork, Claude Code)
Soft Skill: Team Leadership, Team Development, Project Management, Strategic Planning, Cross-team Collaboration, Creative Planning, Energy / Time Management.

EDUCATION

Bachelor of Management Expected 2027
Runata Business School (STB Runata)

Software Engineering (Vocational) 2017 - 2020
SMK Budi Bakti Ciwidey

CERTIFICATIONS

- Hospitality Luxury Brand Management, Starweaver (Coursera)
- Google Ads Creative, Google
- Video Editor, BNSP / LSP (Professional Certification Institution)
- Social Media Marketing, HP LIFE
- Marketing & Communications, IBMI

LANGUAGES

English (Professional Working Proficiency) · **Bahasa Indonesia** (Native) · **Mandarin** (Basic)

REFERENCES

Sebastian Adityo Prabowo, Director of Marketing, The Standard, Maldives by Hyatt
Puspa Rianti, Director of Sales & Marketing, Qunci Villas
Vittorio Negri, General Manager, Qunci Villas
Full contact details available on request.