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# AHMAD PRAWIRA DHAHIYAT

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## Summary

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I'm a passionate person who love to collaborate, open-minded, and discipline person with a good time management. I also have a huge interest to create creative content through photography and videography. At the moment, i'm in charge in Pallets Co (@pal.lets) as a Co-Owner, responsible on Marketing and Social Media by making creative content for the cafe.

As an experienced entrepreneur for 3 years, i still need a lot to learn from other established company, industry, government institution, and NGO for further understanding in the work industry. Other than that, I have certain knowledge in businesses and it could me understand how company works in a big picture. In this time, I'm focusing on my career in certain workplaces. Specifically, related to my interests and skills such as creative industry, photography, videography, business development and etc.

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## Qualifications

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- Team Leader
- Hospitality
- Client/Customer relations
- Marketing Social Media
- Creative Content
- Business Development
- Market Analysis

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## Working Experience

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### Co-Owner as Marketing and Social Media

July 1016 to Current

Pallets Co. - Jatinangor, Sumedang

- Direct recruitment staff as co-owner's duty
- Manage and develop running businesses
- Create creative content in photos and videos as a tool of marketing
- Manage social media platform Pallets Co. in Facebook, Instagram
- Analyse market customer in Jatinangor area

### Co-Owner as Culinary Director

Desember 2015 to June 2016

Houten - Jatinangor, Sumedang

- Responsible in making food and beverages menu
- Manage and develop in running businesses
- Create creative content in photos as a tool of marketing
- Analyse market customer in Jatinangor area

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## Education

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**Master of Defence** : Maritime Security - Indonesia Defence University 2016-2018

**Bachelor of International Relations** : International Relations Studies - Padjadjaran University 2010-2014

## Recent Organization Experience

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### Head of Information and Documentation Department

October 2016 - October 2017

**Student Association for Environmental and Adventure Activity Indonesia Defence University**

“Anshula” - Bogor Sentul

Student Association for Environmental and Adventure Activity Indonesia Defence University is an association which focus on environmental and adventure enthusiast among student of Indonesia Defence University. My responsibilities are managing, controlling, and making social content using social media platform, such as Facebook, and Instagram. Not only managing social media, but also documented certain activities and event that held. Other than that, our department joined another department to make a formal report to the university, made an official website and its content.

### Head of Documentation Department

December 2016 - July 2017

**Maritime Security's Overseas Study to Vietnam** - Bogor, Sentul ; Vietnam

Overseas Study Program is an annual program from Indonesia Defence University to all studies program and faculty. Each of studies program must have their own committee with specific department, from its Program Director until all officers. I'm in charge in Documentation, and responsible to make documentation of photos, videos. Beside that, I made creative content such as progressing report, teaser and trailer for its upcoming event. Editing and creating photos, videos are the product for its outcome to the program as a content for the final report

### Additional Skills

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- Ms Office (Word, Excel, Powerpoint)
- Adobe Photoshop
- Adobe Lightroom
- Adobe Premiere Pro (Practicing)
- Wondershare Filmora
- Bahasa Indonesia, English

### Hobbies and Interest

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- Photography
- Videography
- Start-up Enthusiast
- Fitness & Well-being
- Gastronomy
- Coffee-Culture
- Pop-culture
- Traveling