

LUTFI KURNIAWAN

DIGITAL MARKETING & COMMUNICATION PRACTITIONER

PROFESSIONAL SUMMARY

Strategic and results-driven digital content, community, and social media professional with over 6 years of experience in crafting compelling content and leading impactful marketing campaigns. Holds a Bachelor's and Master's degree in Sociology and International Relations from Universitas Indonesia. Proven track record of enhancing brand presence, driving user engagement, and mentoring teams to achieve high performance. Adept in blending creativity with data-driven insights to meet marketing goals and business objectives.

CONTACT

Phone: +62-822-7925-6353

Email: lutfi.krn@gmail.com

WORK EXPERIENCE

Assistant Manager, Digital Banking Storyteller | Jan 2025 - Present

PT Bank SMBC Indonesia Tbk (formerly PT Bank BTPN Tbk) (Full Time)

All rounder storyteller driving end-to-end marketing and communication initiatives execution for JENIUS Daya, a newly-launched & tailored digital banking solution for pensioners.

INTEGRATED MARKETING CAMPAIGN DEVELOPMENT

- Develop and execute engaging online and offline marketing assets by translating briefs into clear, audience-relevant communications. Deliverables include: video scripts, in-app push notifications, banners, and printed materials, ensuring consistency of message and resonance with the pensioner segment.

LEGAL & REGULATORY COMMUNICATION

- Collaborate cross-functionally to review and refine key customer-facing documents, including FAQs, Terms & Conditions, and Ripay (Ringkasan Produk & Layanan), ensuring clarity, accuracy, and regulatory compliance prior to submission to Corporate Banking Compliance & Legal, advised by Compliance Advisory Head & Senior Legal.

CREATIVE COLLABORATION

- Work closely with Visual Planner (Graphic Designer) and Campaign Manager to translate strategic copy into compelling visual executions, maintaining brand consistency and creative excellence across all customer touchpoints.

CROSS-DIVISION-COLLABORATION

- Work closely with UI/UX Writers & Designers, Product Owners, and Product Marketing teams, while coordinating with upper-stakeholders including the Digital Business & Solution Head of Retail Lending Business, Digital Head of Retail Lending Business, and Digital Banking Brand Creative & Strategic Planner Lead. Contribute to refining app flows and communication strategies to ensure alignment with business objectives and user needs.

Social Media & Community Manager | Oct 2024 - Present

Talentiv HR Training & Digital Bootcamp (Freelance)

- Overseeing and managing end-to-end content production process on various platforms and channels (social media, SEO/web article, CRM), as well as building and maintaining Human Resource practitioner communities.

Copywriting Mentor/Coach | Sep 2024 - Present

KT&G Sangsang Univ Indonesia (CSR Program of KT&G Global) (Freelance)

- Providing and teaching copywriting materials to the students.
- Offering solutions to challenges with creative and practical examples.

Creative Content Manager & Social Media Talent | Jun 2024 - Present

SPUN Global Online Visa Service (Freelance)

- Acting as Content Project Manager for end-to-end creative content marketing video production and main talent for various Instagram reels.

Copywriting Mentor/Coach | Aug 2023 - Present

Kampus Merdeka Kemdikbudristekdikti RI (Freelance)

- Guiding copywriting mentees, ensuring their understanding of program materials.
- Monitoring and encouraging active participation in individual and group tasks.
- Providing constructive feedback on assignments to support improvement.
- Offering solutions to challenges with creative and practical examples.
- Evaluating mentee performance and delivering final assessments.

Copywriting Mentor/Coach | Aug 2023 - Present

Dibimbing ID Digital Marketing Bootcamp (Freelance)

- Being a dedicated creative copy-based mentor for students in the digital marketing bootcamp class. Providing and teaching creative copywriting materials to the students.

WORK EXPERIENCE

Copywriter, Social Media & Voice Over Talent, Senior Copywriter | Nov 2021 - Feb 2023

Segari (PT Sayur Untuk Semua) (Full Time)

- Developed creative, engaging copy for marketing materials, including reels and TikTok scripts. Created impactful promotional names to boost brand recall (e.g., PROMO CUAN, HAPRONAS, JANJIAN).
- Scripted YouTube video campaigns for various occasions (e.g., Ramadan, Valentine's Day). Provided voice-over and on-screen talent for Instagram reels and TikTok video content. Hosted Instagram Live shopping sessions.
- Collaborated with the Creative and Marketing team for concept brainstorming across digital and offline channels.
- Partnered with the Performance Marketing team to craft paid ads and CRM (Customer Relationship Management) copy.
- Coordinated with cross-functional teams for project alignment to meet business goals. Oversaw copy quality for social media, CRM, and offline materials.

- Conducted market research to refine brand voice for @mitrasegari.
- Leveraged data insights to tailor CRM messages for targeted audiences.
- Contributed to pitch deck proposals, campaign strategy, and digital initiatives alongside Brand & Social Media Specialists and Senior Marketing Leadership, reporting directly to the VP of Growth Marketing and CEO.

Content Writer & Storyteller | Feb 2021 - Oct 2021

Selaksa (PT Visi Jadi Aksi) (Full Time)

- Contributed ideas in the ideation stage, providing any copies needed for deliverables. Crafted creative and engaging copies for various channels that align with each project's brand tone and voice.
- Created creative strategies based on insights and created the game plan deck to be presented to the stakeholders.

ACADEMIC HISTORY

Universitas Indonesia | 2020-2023

Master of Science in International Relations

GPA: 3.64/4.00

3rd highest GPA in postgraduate program

Participated in G20 Presidency of

Indonesia research with Ministry of

Foreign Affairs Republic of Indonesia

Universitas Indonesia | 2015-2019

Bachelor of Social Sciences in Sociology

Cum Laude Graduate

GPA: 3.54/4.00