



**Fauzy Akmal Muslimin**

**Brand & Marketing Manager**

**Cross-Sector Networking (B2G, B2B, B2School)**

**Collaboration & Community**

**Brand Awareness Specialist • Marketing Strategist**

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Bandung, Indonesia

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## PROFILE

Dynamic, Impact-Driven Leader Specializing in Community Building, Program Development & Strategic Engagement. Seasoned professional with a proven track record in orchestrating high-impact programs, building thriving communities, and forging powerful partnerships across B2G, B2B, and B2School sectors. Expert in driving brand awareness, accelerating business growth, and executing data-driven campaigns that deliver measurable results. Masterful in project management, event execution, and stakeholder engagement, with a keen focus on health, wellness, and human capital development. Recognized for exceptional leadership, communication, and networking, successfully collaborating with government institutions, top corporations, and academic organizations to spearhead transformative initiatives.

## PROFESSIONAL EXPERIENCES

### Idea Agri Bahari

*November 2025 - Present*

*BANDUNG - Brand & Marketing Manager*

*Led Forayya an Indonesia's Leading Sustainable BLUE Protein Products*

- Develop and execute a long-term brand & marketing strategy that aligns with the company's vision for growth and market expansion.
- Orchestrated a strategic Go-to-Market (GTM) expansion into modern trade market across Jakarta, Bandung & Bali within the first 3 month
- Plan and execute integrated marketing campaigns (Digital, Social, PR, BTL/Activations, and Retail) to drive brand awareness and customer acquisition.
- Niche targeting by developing specialized B2B/B2G/B2School pipelines for School & Parenting Markets
- Scaled brand visibility by partnering with 18 local sports communities in Bandung & Bali
- Led AI adoption & Integrated AI tools into team workflows to accelerate performance & modernize internal processes
- Analyze marketing data and KPIs (CAC, ROAS, Engagement Rate) to optimize campaign performance and report results to the executive leadership.
- Foster a culture of creativity, agility, and data-driven decision-making within the company.

## Soursally Group

Jun 2024 - November 2025

JAKARTA - Collaboration & Community Supervisor

Indonesia's Leading Frozen Yoghurt Company with 6 Renowned Brands

- Develop co-branding and collaboration campaigns that enhance visibility and market reach.
- Build and strengthen Soursally community by creating initiatives that encourage loyalty, advocacy, and meaningful interactions.
- Pioneered the development of an organic community promoting #UrbanHealthyLifestyle, scaling to 2500+ active members in Jabodetabek.
- Curated weekly health-focused events in partnership with 15+ strategic industry leaders to elevating brand visibility and customer engagement.
- Drove measurable business growth by leveraging event participation to boost sales and foster long-term customer loyalty in alignment with the company's mission.
- Launched sustainable membership & partnership programs, expanding networks within the health and wellness industry while ensuring consistent stakeholder engagement.

## The Local Enablers

Jan 2020 - Nov 2022

BANDUNG - Program Director

Leading Human Capital Consulting Firm for Corporations, Institutions, and Universities

- Designed and delivered two innovative programs monthly, focusing on superior human resource development across government, corporate, and academic sectors.
- Led 2-3 teams simultaneously on multiple projects, ensuring smooth execution and high-impact results.
- Managed 2-3 strategic projects per month, with a strong track record of repeat orders and annual program renewals.
- Developed and executed large-scale training initiatives, fostering leadership, strategic thinking, and workforce excellence.
- Built and maintained strong partnerships, driving high-profile, national-scale projects that transformed human capital development.

## PROJECTS

- **LINTAS TEKNOLOGI SOLUTION DAY 2025** (Project Officer) 2025  
Associated with PT. Lintas Teknologi Indonesia & Multi Telco-Company
- **Bandung Adhyaksa Unpad Run -BAUR-** (Project Officer)  
Associated with Universitas Padjadjaran, Kejaksaan Tinggi Negeri Bandung
- **Musyawah Nasional AFDI** (Project Officer) 2024  
Associated with AFDI, Kominfo & Big Tech Companies
- **KAHF Forward** (Strategic Partnership)  
Associated with Kahf, Paragorn Corp & Media Companies
- **Epicentrum** (Project Officer) : 2019-2021  
Associated with Universitas Padjadjaran, Kementerian Kesehatan & West Java Government  
The largest communication festival in Indonesia, established to demonstrate our commitment as communication enthusiasts in addressing and solving pressing national issues.
- **Ending Plastic Pollution Innovation Challenge -EPPIC-** (Strategic Partnership) :  
Associated with UNDP Indonesia, Kemenkomarves & NTB Government  
A competition designed to source innovative solutions from ASEAN countries to address local plastic challenges and drive systemic, region-wide change.

## EDUCATION

### **Padjadjaran University**

**2021 - 2024**

Bandung, West Java

Master's in Health Communication (Fast Track Program)

- **GPA: 3.77**
- **Thesis:** *An Exploratory Study on the Impact of the Comic "Sehat Ceria di Masa Pandemi" on Elementary Students' Attitudes Toward Health Protocols in Sumedang Regency.*
- Fast-track Master's degree with a strong academic foundation in strategic health communication.
- Served as a **Health Communication Expert** on multiple high-impact projects for hospitals and government agencies, driving public health awareness and policy innovation.

### **Padjadjaran University**

**2016 - 2021**

Bandung, West Java

Bachelor's in Public Relations

- **GPA: 3.47**
- Actively participated in major faculty projects, including annual faculty programs and collaborative research with faculty members.
- Contributed significantly to the Health Communication Study Center as part of a research team, advancing the field of Health Communication

## LICENSES

- **Design Thinking Certification** - The Local Enablers

**2022**

## SKILLS

Stakeholder Engagement  
Project Management  
Partnership Development  
Communication Strategy  
Community Building and Management  
Branding and Brand Awareness Campaigns  
Networking with Cross-Sector Stakeholders

Strategic Program Development  
Marketing Campaign Design  
Public Relations  
Event Planning  
Health Communication Expertise  
Membership Growth Strategy  
Leadership