

Andi Ref

COMMUNITY BUILDER | EVENT CURATOR+CONSULTANT | MARCOMM | SMM | TECH

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Bali, Indonesia

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Overview

I drive results as a dedicated professional in Bali, expertly building communities, curating events, and crafting marketing strategies. My diverse background in sales, marketing, social media, community management, tech, and PR has equipped me to thrive in various industries, including banking, hospitality, telecoms, media, and consulting. I seek out extraordinary opportunities to create impactful and unforgettable experiences.

Work Experience

Appeal.ai - Tech & Creative Designer

(Apr 2023 - Jul 2024) Tech Company

Outpost - Experience & Community Manager

(Oct 2022 - Apr 2023) Hospitality Industry

Emerhub

(Apr 2021 - Oct 2022) Market-entry Consulting Firm

Senior Consultant and Community Manager

(Jul - Oct 2022)

Community Manager

(Jul 2021 - Oct 2022)

Account Manager

(Apr 2021 - Jul 2021)

Education

Bachelor of Marketing Communications - Telkom University

(2012 - 2016) Grade 3.67 (Cum Laude)

Skills

- Community & Event Management
- Marketing Communications
- Media Relations
- Social Media Marketing
- Project Management
- Web Design
- Notion Productivity Software



Work Experience

iForte Solusi Infotek - Digital Marketing Specialist

(Nov 2020 - Apr 2021) Telecommunication Company

Hog Wild with Chef Bruno - Sales Marketing Manager

(Feb 2019 2022 - Nov 2020) Hospitality Industry

United Overseas Bank (UOB Bank)

(Dec 2016 - Aug 2018) Banking Industry

External Communications

(Nov 2017 - Aug 2018)

Talent Acquisition

(Dec 2016 - Nov 2017)

Freelance Experience

Social Media Marketing Manager

(2023 - Present)

Indonesia Community Lead

(May 2023 - Nov 2023) CULT CREATIVE ASIA

Public Relations Head

(Dec 2014 - 2015) Sparks Indonesia

Internship Experience

PT Pelabuhan Tanjung Priok - Public Relations

(Jun - Jul 2015)

References

- I met Andi as one of the main Community Manager at Outpost. We quickly got to know each other and I'm left with a very good impression of him, both personally and professionally. He has good leadership skills, is friendly and easygoing in his communication and is also well-oriented and guides a group well! His fun and joyful attitude inspires laughter and good vibes for all people around him. Big recommendation going out for this guy! **Lyder Sømme***
- Andi is truly a fun and easy person to work with. He is result-oriented and able to generate leads through content creation and community events. I'm sure Andi would make a great community manager in whichever company he is in. **Trinita Murtimas***
- Andi is one of the creative marketer I've ever worked with, he always make all department working together to support each other to achieve our goals like a swarm of bees. I really recomend him if you ever need a comunity networking manager. **Wira Mahendra***
- After having worked with Andi Refandi at Emerhub Bali, I can personally recommend him as an exemplary business consultant as well as an incredibly resourceful and well-connected networking manager! During my professional tenure with Andi, he was nothing but professional and respectful of his organization and diligent and successful in his multiple roles! **Rakesh Kapoor***
- Working with Andi was a great experience. He is an organized manager with lots of knowledge in community-building and events organizing. He gives detailed directions, builds good rapport with people around him and expresses interest to learn and engage with new people. I learnt a lot while working with him. Thanks Andi! **Mabel Primana***