

Ari Dharmabajra

4B Bachelor of Arts | Global Business and Digital Arts



SUMMARY OF SKILLS

- Proficient in **digital marketing strategies**, including social media management and CRM automation.
- Skilled in **user interface (UI)** and **user experience (UX)** design, utilizing tools such as Figma and Adobe Creative Suite.
- Strong expertise in video **storytelling**, **scriptwriting**, and **graphic design** with the **use of AI**.
- Demonstrated **leadership** and strong **mentorship** in professional, academic and recreational environments.

WORK EXPERIENCE

Digital Marketing Intern

Dundas Life | May 2024 - Aug 2024

- **Created** and **managed** image and video **ad campaigns** across social media platforms.
- **Designed** and implemented automated **CRM** workflows for lead nurturing via email and SMS.
- **Mentored** four interns on **best practices** for ad creation, scriptwriting, and video production processes from July to August.
- Implemented the **use of AI features** (ChatGPT, Veed, Vercel, etc.) to the content creation process.

Basketball Scorekeeper & Referee

University of Waterloo Intramurals | May 2023 - Aug 2023

- **Managed** and **disciplined** players to maintain a safe state of game.
- Kept track of game scores, player and team foul counts to ensure a well-structured and recorded game.
- **Communicated** with players and other referees to allow for fun and fair games.

RELEVANT COURSES

GBDA 412 - Special Topics in Digital Culture

- Collaborated in a large **team of ten** to create an **interactive art installation** for the Lights on Stratford Festival.
- Conducted extensive **research** on the city of **Stratford's digital culture** and applied it to the conceptualization of the interactive art installation.
- Produced **promotional poster** and **postcards**, and distributed them around the city of Stratford.

GBDA 202 - Digital Media Project 2

- **Lead a team of 4 people** and planned a shooting schedule for a filming project.
- **Edited mini-documentaries** of individuals with a focus on captivating a storytelling narrative.
- **Produced a call-to-action ad**, emphasizing on short, concise and powerful graphics and animations.

EDUCATION

Bachelors of Arts

2021 - Present | University of Waterloo

Major - Global Business and Digital Arts

SOFTWARE

- Illustrator
- Veed.io
- Premiere Pro
- Canva
- After Effects
- GoHighLevel
- Photoshop
- ChatGPT
- Figma
- Vercel

LANGUAGES

- English (Native)
- Indonesian (Proficient)
- French (Intermediate)

CONTACTS



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