

MOHAMAD ROHMANUDIN

Store Manager | Graphic Designer | Social Media & AI

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Professional Summary

Creative professional with two years of experience in store management, graphic design, and marketplace advertising, with a strong focus on visual content, social media, digital marketing, and generative AI. Experienced in creating designs aligned with brand identity, promotional videos, social media content, and marketplace assets while coordinating teams and supporting business growth. Skilled in graphic design, video editing, social media management, generative AI, GPT prompting, marketplace advertising, and marketing strategy.

Core Skills

- Graphic Design: Adobe Photoshop, Adobe Illustrator, Canva, Figma
- Video Editing and Content Creation: CapCut
- Social Media Management and Content Planning
- Generative AI, GPT Prompting, and AI Image Generation
- Marketplace Advertising and Keyword Research
- Digital Marketing and Marketing Strategy
- Brand Visuals and Design Systems
- Frontend Prototyping and Vibe Coding

Professional Experience

Store Manager, PT GCM Hero Indonesia

April 2026 to Present

- Manage daily branch operations, staff scheduling, and service standards for consistent performance.
- Collaborate with the marketing and creative team on promotional content and brand messaging.
- Coordinate with branches, vendors, and headquarters to align store execution with company goals.
- Monitor customer feedback and store performance to identify issues early and drive continuous improvement

Graphic Designer, PT GCM Hero Indonesia

January 2026 to March 2026

- Created posters, banners, stickers, and social media content aligned with brand guidelines.
- Produced promotional video content for digital channels and marketing campaigns.
- Developed a photobooth application to support company services and internal operations.
- Supported marketing strategy and campaign development with creative concepts and visual assets.

Graphic Designer, PT Minggah Gugah Nan Mumpuni

February 2025 to December 2025

- Designed social media and marketplace visual content to improve product presentation and audience engagement.
- Created banners, product catalogs, and promotional assets aligned with brand identity.
- Used generative AI to support image and video production and improve content workflow efficiency.
- Collaborated with the marketing team to develop visual assets for digital campaigns.

Marketplace Advertiser, PT Minggah Gugah Nan Mumpuni

September 2024 to January 2025

- Managed and optimized marketplace advertising campaigns with a focus on improving return on investment (ROI).
- Conducted keyword research and performance analysis to improve product visibility and advertising effectiveness.
- Applied bidding strategies and budget allocation to improve campaign performance.

Education

Bachelor of Information Systems, Universitas Gajayana

September 2018 to September 2024

Relevant coursework: Data Analysis, Database Management, IT Project Development

Certifications and Training

- SGBVA (2026)
- AI Creator Incubator (2026)
- Graphic Design, Myskill (2024)
- Syca Academy (2023)
- Ecommerce and Marketplace, Baleomol (2023)
- Social Media Growth Strategy, Kelas Instagram Organik (2022)
- Digital Marketing and Online Business, SB1M (2019)