MUHAMMAD FARHAN

Business Law Scholar (GPA 3.89/4.00) | Public Diplomacy & MarCom Strategist | Legal & Commercial Growth

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EXECUTIVE SUMMARY

Multidisciplinary Final-Year Bachelor of Laws (Business & Civil Law) candidate at Universitas Andalas (GPA 3.89/4.00; 160 credits completed; TOEFL ITP 547 / CEFR B2) operating at the intersection of **Corporate & Regulatory Law**, **Public Diplomacy & Strategic Communications**, and **Commercial B2B/B2C Marketing**. Proven record of delivering measurable outcomes across legal litigation (winning a civil lawsuit at Padang District Court), international diplomatic programs (30+ initiatives with the U.S. Embassy Jakarta & U.S. Consulate General Surabaya networks), FMCG commercial growth (IDR 15M+ B2B sales with 100% repeat order at PT Nutrifood Indonesia), and cross-border healthcare marketing (180+ patient consultations for Malaysian hospital networks).

EDUCATION

Bachelor of Laws (S.H. Candidate) — Major in Business & Civil Law (PK II) | **Universitas Andalas** **Aug 2021 – Present (Expected 2026)**

Padang, Indonesia | Cumulative GPA: 3.89 / 4.00 (160 Credits Completed, Zero D/E Grades; Thesis Defense Stage) *Beasiswa Sinergi Merah Recipient (2022)*

- **Undergraduate Thesis (Empirical Financial Regulation):** *"Legal Consequences of Additional Surcharge Fees in QRIS Payment Transactions in Padang City"* — surveyed 83 consumers (75.9% surcharge incidence) and conducted dual-evidence field audits across 3 districts, 3 merchant sectors, and 3 state banks (BNI, BRI, BTN) uncovering illegal surcharges up to 6.25% (~9x Bank Indonesia's 0.7% MDR).
- **Academic & Legal Service:** Legal drafting & establishment assistance for BUMNag Nagari Lubuk Pandan (2024); Constitutional Court (MK) Judicial Review Legal Opinion on Judicial Commission Law (2024); Interdisciplinary Policy Research on SDG 5.4 Unpaid Care Work with Dept. of International Relations (2024–2025).

Merdeka Student Exchange Program (PMM Batch 3 — Fully Funded by Kemendikbudristek/LPDP) | **Universitas Pendidikan Ganesha** **Aug 2023 – Dec 2023**

Singaraja, Bali, Indonesia | 1 Semester • Exchange GPA: 4.00 / 4.00 (22 Credits, Straight A) *Award: The Most Friendly Student Award*

- Completed cross-disciplinary coursework in Business Ethics, Anti-Corruption Law, Total Quality Management, and Modul Nusantara; served as Vice Chief Committee & PR Lead for major cultural exchange showcases.

PROFESSIONAL, CONSULTING & INTERNSHIP EXPERIENCE

Marketing Communication (MarCom) Specialist | **American Corner Makassar (U.S. Consulate General Surabaya Network)** **Oct 2026 – Present**

Makassar / Remote Collaboration (Yayasan Kalla & Nipah Park Creative Hub)

- Authored the *Eastern Indonesia American Corner MarCom Blueprint*, *Master Content Brief (Nov–Dec 2026)*, and redesigned the official digital web hub to unify institutional brand identity across Eastern Indonesia.
- Designed a monthly KPI analytics framework tracking Instagram reach, engagement conversion, and physical walk-in visitor traffic to drive data-backed program decisions.
- Developed the **OPREC recruitment campaign strategy** and holistic communications evaluation metrics to strengthen digital outreach and audience conversion across Eastern Indonesia.

Independent Legal Strategist & Litigation Researcher | **CV. PAW Sahabat Sejati (Civil Dispute Advisory)** **Feb 2026 – Mar 2026**

Padang, Indonesia | Case No. 6/Pdt.G.S/2026/PN Pdg (Padang District Court)

- Advised corporate client in defending a Simple Civil Lawsuit (*Gugatan Sederhana*) regarding an unlawful act (PMH) claim over commercial electronic assets, achieving a **favorable verdict for the client at Padang District Court**.
- Drafted comprehensive legal chronologies, *error in persona* procedural exceptions, formal Statement of Defense (*Jawaban Gugatan*), evidentiary matrices, and cross-examination scripts, alongside direct courtroom preparation coaching.

Marketing Officer & Cross-Border Partnership Specialist | **One Asia Healthcare Group (Malaysian Hospital Networks)** **Sep 2025 – Feb 2026**

Padang, Indonesia — Partnering with Sunway Medical Centre, SJMC, CVSKL, Beacon Hospital & Picaso Hospital (Malaysia)

- Facilitated B2C medical referral consultations for **180+ prospective Indonesian patients** seeking specialist treatments in Malaysia, translating complex clinical pathways into clear patient decision guides.
- Led regional festival exhibition activations (HBT/WHBT 2026) and coordinated high-level Malaysian hospital delegation visits (CVSKL & Picaso Hospital) to strengthen regional healthcare partnerships.

Area Marketing Representative Intern (L-Men Brand) | **PT Nutrifood Indonesia** **Feb 2025 – Jun 2025**

Padang, Indonesia | Final National Collective Project Sharing (Jul 2025)

- Generated **IDR 15,000,000+ in B2B commercial revenue** across **16 partner fitness centers** in Padang while achieving a **100% partner repeat-order rate** through structured account management and point-of-sale activation.
- Built an automated restocking alert workflow achieving **zero stockouts** and launched the *"Social Media Rangers"* micro-influencer community to accelerate hyper-local brand awareness.
- Served as Regional Project Officer for *Tropicana Slim Beat Diabetes*, mobilizing **700+ participants** in partnership with the Municipal Health Office (Dinas Kesehatan) and local fitness communities.

PUBLIC DIPLOMACY, LEADERSHIP & CIVIC ENGAGEMENT

Public Relations Coordinator & Program PIC | **American Corner Universitas Andalas (U.S. Embassy Jakarta Network)** **Nov 2022 – Jul 2026**

Progressed from MC/Moderator (2022) → Staff of Program (2023) → PR Coordinator & PIC (2024–2026)

- Co-delivered **30+ U.S.-Indonesia public diplomacy, AI literacy, and scholarship programs** including *AI-volution Series*, *Fulbright/AMINEF Workshops*, *College in the U.S.*, *Mobile Journalism (MoJo) Workshop*, and *12 Years of AmCor Partnership*.
- Managed diplomatic visit protocol for U.S. Embassy Jakarta officials (Regional Public Engagement Specialist Anup Mahajan); served as **Official Host/MC for the National Championship Esports** (Jun 2026).
- Appointed by American Corner Padang as **Official Judge** for *Local Word Competition* at SMKN 6 & SMKN 9 Padang (Feb 2026).

Department Coordinator (Relations, Politics & Law) & PR Leadership | **BEM FHUA, HIMA DATA & LAM & PK FHUA** **2022 – 2025**

- **BEM FHUA (2024):** Appointed via Dean's Decree to coordinate 4 external/legal departments and oversee the Sumatra-wide Faculty of Law BEM Conference.
- **HIMA DATA FHUA (2024–2025):** Public Relations Staff and **Head of Public Relations for PERMA 2025** (Civil Law Festival).
- **LAM & PK FHUA (2022–2023):** Chief Executive (*Ketua Pelaksana*) of Basic Legal Advocacy Training onboarding 60 new members; Funding & Sponsorship Committee for LKMM-TD FHUA (2022).

Polling Station Election Supervisor (PTPS) & Social Grant Strategist | **Bawaslu Padang Timur & Community Projects** **2024 – 2026**

- Sworn Polling Station Supervisor (TPS 04 Sawahan Timur, Nov–Dec 2024) ensuring statutory compliance during Indonesia's 2024 Simultaneous Regional Elections; authored IDR 100M *Smart Surau Digital Hub* grant proposal for Masjid Raya Teluk Bayur (Nov 2026).

SELECTED CERTIFICATIONS & CREDENTIALS (40+ VERIFIED)

- **TOEFL ITP Level 1 — Score 547 (Silver Certificate / CEFR B2)**, ETS / IES Foundation (Sep 2025) | **eLibraryUSA Online Training (Score: 100%)**, American Spaces (Sep 2024).
- **Volunteer Certificate — Mobile Journalism (MoJo) Workshop**, U.S. Embassy Jakarta (Jul 2026) | **AI-volution Webinar Series 1–4**, U.S. Embassy Jakarta & Biji-biji Initiative (Feb 2025).
- **BINS Goes to Campus Paper Workshop (Sharia Banking & Inclusive Growth)**, Bank Indonesia Institute (Nov 2025) | **Gala Meet Up Komunita Padang**, Ministry of Finance RI (Dec 2025).
- **Policy Strategy Discussion on Notary Regulation (Permenkumham 19/2019)**, Ministry of Law RI West Sumatra (Sep 2025) | **Intensive Mooting Class & Legal English**, ALSA LC Unand & ILSA (2021–2022).
- **My Digital Academy**, Bank Mandiri (Jan 2025) | **IDCamp × Dicoding Live #1: AI Ecosystem** (Oct 2025) | **EU & Indonesia: Together for Green Growth**, European Union Delegation (Sep 2020).

CORE COMPETENCIES & LANGUAGES

Legal & Regulatory: Business & Corporate Law, Civil Litigation Strategy, Legal Drafting & Contract Review, Payment System Regulation (Bank Indonesia/QRIS), Consumer Protection Law, Legal Research & Compliance.

Marketing, PR & Project Management: MarCom Strategy, Public Diplomacy & Protocol, B2B/B2C Commercial Activation, Stakeholder Management, Event Project Ownership, KPI Analytics, Public Speaking (MC/Moderator/Judge).

Digital & Languages: Microsoft Office Suite, Google Workspace & Sites, Canva, Notion, Social Media Analytics | **Indonesian** (Native), **English** (Upper-Intermediate Professional — TOEFL ITP 547 / CEFR B2).