

# MUHAMMAD REZA PAHLEVI

Senior Graphic Designer | Hospitality & F&B Branding Specialist

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## PROFESSIONAL SUMMARY

Senior Graphic Designer and Hospitality Branding Specialist with 10+ years of experience delivering conversion-driven visual communication for four-star and five-star hotel brands and premium F&B establishments. Expert in translating brand strategy into seasonal campaigns, digital marketing collateral, and visual identity systems that directly support occupancy, F&B revenue, and guest engagement. Proven track record managing multi-client accounts simultaneously while maintaining rigorous brand governance standards across all touchpoints.

## CORE COMPETENCIES

**Visual Branding & Strategy:** Brand Identity Development, Brand Guidelines, Conversion-Centric Visual Design, Multi-Client Brand Management, International Hospitality Standards

**Tools & Software:** Affinity by Canva (8+ years), Adobe Creative Suite (Photoshop, Illustrator, InDesign), Figma, CapCut, AI Image Generation (Food & Promotional Assets)

**Content & Production:** Photography & Videography, Social Media Management, AI-Assisted Video Content, Data-Driven Visual Reporting

**Domain Expertise:** Hospitality Ecosystem (F&B, Rooms, Events, Seasonal Campaigns), Press Release Design, TVC Production Support

## PROFESSIONAL EXPERIENCE

### Senior Graphic Designer | Hotel Ciputra Semarang

Nov 2023 - April 2026

- Lead end-to-end visual communication across all hotel departments, ensuring 100% brand consistency and adherence to corporate brand governance standards.
- Partner directly with Sales & Marketing leadership to engineer seasonal campaigns and promotional materials that influence guest booking behavior and drive measurable revenue outcomes.
- Develop full-suite digital and print marketing collateral (brochures, flyers, posters, TVC assets) for F&B, Rooms, and Events divisions.
- Oversee visual quality control across all guest-facing touchpoints, maintaining brand integrity in both on-property and digital channels.

### Senior Freelance Designer | Retained Clients (Holiday Inn, Noormans Hotel, Tigasurya, RS Karsa Husada)

Jan 2023 - Present

- Manage ongoing brand asset creation and marketing collateral production for high-profile hospitality and commercial clients.
- Deliver consistent, on-brand design solutions across multiple concurrent accounts under demanding deadlines without compromising quality.
- Function as a strategic branding partner, advising clients on visual communication strategy aligned with their business and sales objectives.
- Designed and managed social media feed content for RS Karsa Husada, developing a consistent visual identity system for their healthcare communications across digital platforms.

### Graphic Designer | Hotel Dafam Semarang

Mar 2021 - Nov 2023

- Executed comprehensive social media management including content planning, scheduling, and performance-driven visual reporting to optimize audience engagement.
- Produced high-conversion promotional materials and professional photography and video assets across all hotel departments (F&B, Rooms, Events).
- Managed press release design and media distribution to strengthen brand visibility and public relations presence.

### Graphic Designer | Quest Hotel Simpang Lima Semarang

Apr 2019 - Jun 2020

- Designed and managed high-volume promotional materials for F&B and room sales divisions, directly supporting monthly revenue targets.

- Contributed to social media content management and visual performance reporting to sustain and grow the hotel's online brand presence.

**Graphic Designer** | [The Harvest Patisserie & Chocolatier](#)

*Dec 2014 - Apr 2019*

- Developed specialized visual branding assets for a premium luxury patisserie brand, including menu systems, packaging concepts, and seasonal campaign materials.
- Produced high-impact promotional collateral (flyers, banners, in-store materials) to support product launches and seasonal sales.

## **EDUCATION**

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**Vocational High School 11 Semarang**

*Graduated 2011*

Major: Animation | Internship: Castle Production, Jakarta (Coloring Staff)