



ABELIA CINKATARI

Marketer.Designer.Bilingual

Talented and versatile graphic designer with 2 years of experience. I had been working with a team and had a successful Indonesian traditional cloth business in Adhiluhung company.

WORK EXPERIENCE

Marketing Strategist Lead

July 2025 - Present

Strategy Associate, *BYU-Hawaii*

- Constructed and executed 30+ comprehensive social media content plans (Instagram, Reels, TV ads, and campus billboards) for the Hungry Games: BYUH Food Truck Competition
- Boosted participation by 50% in one week through pop-up events and class-to-class marketing
- Supervised and mentored 8+ teams, ensuring project alignment with brand and customer engagement goals

Visual Design Strategist

September 2024 - July 2025

Strategy Associate, *BYU-Hawaii*

- Directed rebranding initiative for BYU-Hawaii Store, leading creative vision and execution of 30+ digital and print assets, and modernized brand identity
- Designed professional-grade visuals using Adobe Illustrator and Photoshop, driving a 20% increase in engagement and improved customer satisfaction
- Led 5 cross-channel marketing campaigns for the BYU-Hawaii Store by designing digital ads, in-store visuals, and merchandise concepts

Graphic Designer

September 2023 - September 2024

McKay Auditorium, *BYU-Hawaii*

- Built posters for upcoming shows, employing Photoshop and Illustrator to enhance quality; distributed flyers with 5 poster templates, garnering an audience of 2500+

Social Media Marketing

July 2022 - April 2023

MIDGround Project, *Indonesia*

- Built a 12-month content plan across Instagram and TikTok, expanded organic reach by 520%

Fashion Designer

September 2023 - September 2024

McKay Auditorium, *BYU-Hawaii*

- Proposed new designs and layouts for product brochures and catalogs, adhering to 4 new brand features
- Reviewed web pages for testing the functionality of displaying the catalog in 10+ visual formats
- Developed a user interface module for computer networking software

PROJECT

Merch and Graphic Team

September-December 2025

bdigital Specialist

- Designed 25+ graphics for merchandise across multiple product categories.
- Created a comprehensive user guide for Printful to streamline workflow and improve team efficiency.
- Developed and launched 60+ Printful products and 5 bundled product options, ensuring consistent branding and high-quality presentation.

EDUCATION

UNDERGRADUATE BACHELOR OF BUSINESS
MANAGEMENT: MARKETING CONCENTRATION
AND GRAPHIC DESIGN

BRIGHAM YOUNG UNIVERSITY-HAWAII

2023-2027

CERTIFICATE COURSE OF FAMILY,
MARRIAGE, AND HUMAN RELATIONS

BYU PATHWAY CONNECT

2022

SKILLS

Adobe Creative Cloud (Photoshop,
Illustrator, InDesign)

Web Design

Brand Designing

Social Media Analytics and Insights

SEO

CONTACT

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Laie, Hawaii

ACHIEVEMENTS

Great Ideas T-Shirt Design Competition –
Winner, Fall 2025 (BYU-Hawaii)