

Chalif Rafi
Profile *Compendium*
2026



It's Time We Know *Each Other*





CHALIF RAFI

Sr. Strategic Planner

Self Description

A highly dynamic and creative professional with expertise in strategic planning, copywriting, and design. Chalif excels in crafting innovative solutions that integrate art, design, and storytelling. With a keen interest in creative curation, Chalif is focused on delivering 360-degree problem-solving approaches, seamlessly blending strategy and creativity to drive impactful results.

Jakarta-Based Individual
30 Y.O | Gemini | Nomad

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Working Experience

USS Networks - Bureau (Agency Division)
[2021 - Present] SR. STRATEGIC PLANNER

BLVEPRINT GROUP
[2020 - 2021] SOCIAL MEDIA MANAGER

INFIA GROUP
[2019 - 2020] SOCIAL MEDIA SPECIALIST

NATIONAL SPACE AGENCY
[2018 - 2019] POLICY ANALYST

MARIS STORE
[2018 - 2019] SHOPKEEPER

A little bit more about myself

What I love the most?

Brand Strategy, Rebranding,
Social Media, Researching, Brand
Development, Creatives, Business
Development.

I am known for...

Being Organized & Well Plan,
Lifestyle & Art Enthusiast, Loves
Music & Concert, Nerd, Cultured,
Early Adopter, Well-Knowledge,
Loves to Research, Sportsman,
Easy Going, Comedian.

I'm not just about being good - I'm about being **restlessly adaptive**. And my **dynamism** isn't a strategy, it's my DNA – it's what keeps me alert, receptive, and always a step ahead

Selected Clientele





Creative Works

1. Hyundai x Olground 2. Aesthetic Pleasure x Bobobobo 3. SHVR x Dominate 4. The Coffee Academics Indonesia

Aesthetic Pleasure x Bobobobo

Year: 2022

Scope:

Project Manager

Objective:

Hype up the launch of Aesthetic Pleasure x Bobobobo through on-ground activation

Output:

Jakarta-based retail brand Bobo recently launched a new collaboration with Aesthetic Pleasure, a lifestyle womenswear brand. For this project, we were responsible for ideating and executing the offline activation. We conceived and managed a successful pop-up event at Suasana Kopi Gandaria, a well-known and popular coffee shop right here in South Jakarta.

The activation drew over 300 visitors, resulting in positive feedback from both our clients and the venue. Everyone left happy.



SHVR x Dominate

Year: 2022

Scope:

Fashion Stylist

Objective:

To widespread the message of #InfiniteCoolness amongst the youth and create conversation around the culture



Round Two x USS

Year: 2022

Scope:

Conceptor, Project Manager, and Fashion Stylist



The Coffee Academics Indonesia

Year: 2021

Scope:

Social Media Manager

Objective:

Create a blueprint social media for The Coffee Academics Indonesia

Output:

Build social media blueprint from the scratch and has reach KPI 8,000 organic followers in 3 months.





Strategic Works

1. GOJEK 2. Mizuno Sportstyle 3. ASTRA: Satu Indonesia 4. LINE Bank Debit Card with BT21
5. CMK Club x USS: No Ordinary Love 6. HMS x USS: The Future of Us 7. Oronamin C x USS

GOJEK

Year: 2024-2025

Scope:

Social Media Maintenance - Strategic Planner

Brand:

GOJEK

Objective:

To create more brand and product talkability that drives new users and win back churn user

Project Summary:

Retainer Social Media Maintenance in continuity of the digital activity.



Konnichiwa Mizuno

Year: 2024

Scope:

Digital Campaign - Strategic Planner

Client:

Our Daily Dose

Brand:

Mizuno (Sportstyle)

Objective:

Create awareness and conversation of Mizuno Sportstyle that available exclusively at Our Daily Dose

Output:

Create Buzz through KOL and media, create launching event at Our Daily Dose

Summary:

Experience the crossroads of sports quality, contemporary lifestyle, and history at Our Daily Dose, the sought-after sneakers retail in Indonesia. Mizuno Sportstyle takes center stage, infusing its performance technology into style-focused sneakers while conveying its values in a modern context. Immerse yourself in the Konnichiwa! Mizuno event, featuring a talk show, DJ-curated music, sneakers giveaways, and vibrant activations.



ASTRA x Yessiow

Year: 2023

Scope:

360 Campaign - Strategic Planner

Objective:

Generated conversation through a collaboration with artist Yessiow at the Halte Bundaran HI ASTRA event.

Output:

Strategically, we leveraged every TransJakarta-approved spot to create highly shareable branding for social media. We further amplified this by transforming the second floor into an engaging activation area, complete with a music showcase and a captivating installation by Yessiow.



LINE Bank Debit Card with BT21

Year: 2023

Scope:

Digital Campaign - Strategic Planner

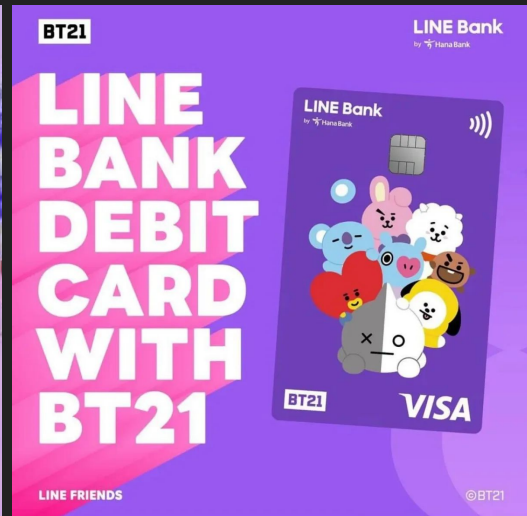
Objective:

We implemented strategies to build engagement and increase conversions for the LINE Bank and BT21 partnership.

Output:

While debit cards might seem like a traditional payment method, they remain a crucial and reliable tool in our wallets, offering security against digital issues. Our goal was to maximize the reach and impact of the LINE Bank debit card and BT21 collaboration, guiding consumers from initial awareness all the way to conversion.

To amplify this launch, we hosted a vibrant Karaoke Party at M Bloc with Friday Noraebang. The event was a huge success, generating tremendous excitement among attendees.



CMK Club x USS: *No Ordinary Love*

Year: 2022

Scope:

Digital Campaign - Strategic Planner

Objective:

Our goal was to generate widespread buzz and excitement for CMK's "Kapan Nikah" (When are you getting married?) campaign.

Challenge:

We faced the delicate task of addressing a deeply sacred and emotional life moment – marriage. While it's a significant dream for young people, the challenge was to subtly persuade and guide them toward choosing the perfect wedding ring.

Output:

To achieve our objective, we developed a three-episode mini-series titled "No Ordinary Love." This series beautifully explores themes of love and sacrifice, highlighting the dedication of energy, time, compromise, and commitment required to build a long-term vision with a partner.

"No Ordinary Love" stars Amanda Rawles as Raia, Axel Matthew Thomas as her partner Ryan, and Muhammad Riza Irsyadillah as Raia's best friend, Ruben. This impactful mini-series was powered by USS Networks and CMK Club (a jewelry company), serving as the core creative vehicle for CMK's "Kapan Nikah" campaign.



HMS x USS: The Future of Us

Year: 2022

Scope:

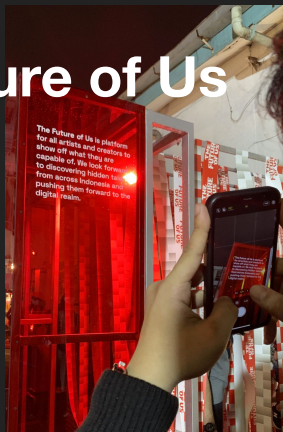
360 Campaign - Strategic Planner

Objective:

To build the hype of Go Ahead Challenge

Output:

We partnered with Pop Hari Ini to engineer the Go Ahead Challenge, strategically pivoting to an art category instead of music. This nationwide competition attracted passionate and expert artists, offering them significant prizes.



USS • FEED p r e s e n t **THE FUTURE OF US**

WHO WANTS TO BE THE NEXT NFT STAR?

Come over and submit your artwork digitally!

SAT 23 APRIL	* 8PM			
NFT TALKS	→	Jeffrey Joww @joww / Speaker	Grady Edbert @gradyedbert / Speaker	Napoleon @napoleonnft / Speaker
4PM	←			
NFT EXHIBITION	→			
→ ANTASORE JKT				
Jl. Pangeran Antasari No.19, Cilandak, Jakarta Selatan.				
We are starting The Future of Us!				
				
		Jagad Marcello @mygetbugel / Speaker	M Rio Indratama @rio_indratama / Speaker	Reza Alqadri @reza_alqadri / Moderator

Media Partners

URBAN SOCIETY LOCALFEST CREATIVX the creator POSTSTAGE TIGERTV PULSING geometry INFLA 21+

Oronamin C x USS

Year: 2021

Scope:

Digital Campaign - Strategic Planner

Objective:

Brand Awareness of Oronamin C

Output:

We didn't just participate in trends; we pioneered the thrift and varsity jacket culture. This foresight led to an extraordinary collaboration: seamlessly blending the Japanese essence of Oronamin C with our local culture through a varsity jacket.

The result? An amazing collaboration that sold out in just three days, despite the jackets retailing at IDR 1.5 million each.





Key Moments

Key Moments

2024

In 2024, I've been at the forefront of trendspotting and content strategy. I've successfully driven engagement around running, football terrace culture, and "dad shoe" aesthetics, leveraging compelling collaboration posts. Through strategic teamwork, I've exceeded KPIs, significantly boosting follower counts and engagement rates for key brands such as Mr. DIY, Gojek, and Porto X Footwear. Notably, I amplified the buzz for Mizuno Sportstyle through a collaboration with Our Daily Dose, and increased Mr. DIY's Instagram and TikTok reach by over 500% in under a year.

2023

Last year, I focused on creating impactful brand experiences. I generated significant excitement for the ASTRA x Yessiow campaign at Halte Bundaran HI ASTRA, including engaging music activations during Car-Free Day. I also sparked widespread conversations surrounding the LINE Bank x BT21 collaboration across Indonesia. A highlight was creating highly impactful Lebaran content with Matahari and Fadil Jaidi, which led to a TikTok live event drawing over 150,000 viewers.

2022

A pivotal year, 2022 saw me play a key role in rebranding USS from a sneaker bazaar into a full-fledged lifestyle festival (formerly Urban Sneaker Society). I was instrumental in fostering and maintaining relationships with prominent international brands and artists for the USS lifestyle festival, including Round Two, BBC, The Hundreds, and Hot Sauce. Additionally, I partnered with CMK to launch a YouTube series that quickly amassed over 3 million views across just three episodes.

2021

In 2021, I was a driving force behind the emergence of significant cultural trends. I successfully championed thrifting culture, Uniqlo x Kaws collaborations, varsity jackets, and sneaker trends through USS Feed and the broader USS platform.

Others..

I contributed significantly to the rebranding of JSD from a sneaker bazaar to a broader lifestyle bazaar (formerly Jakarta Sneaker Day).



Grazie
CNR Chair
Rafi

Chalif Rafi

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TEXT ME, PHONE ME :)

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