**CURRICULUM VITAE**



Name : Proza

Place/Date of Birth : Banda Aceh, July 23th, 1983

Sex : Male

Religion : Islam

Marital Status : Married

Nationality : Indonesia

**SKILLS & CAPABILITY**

* BRAND MANAGEMENT
* PUBLIC RELATIONS
* MEDIA HANDLING
* COMMUNITY DEVELOPMENT
* CSR MANAGEMENT SYSTEM BASED ON ISO 26000 SOCIAL RESPONSIBILITY
* STRATEGIC PLANNING
* PROJECT MANAGEMENT
* STAKEHOLDER ENGAGEMENT
* WIDE NETWORKING IN MASS MEDIA AND AGENCIES
* SOCIAL MEDIA SPECIALIST
* ADOBE InDesign, Illustrator, etc
* PHOTOGRAPHY SKILL

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**Dewi Pangan Lestari Limited**

*Senior Brand Consultant* (Jan 2016 – Present)

The company is a major food and beverages producer in Indonesia. Reporting to the CEO, I managed a team of 5 qualified marketers and 3 promotion staffs.

Main responsibilities :

* Preparing brand awareness strategy
* Preparing annual sales forecast
* Managing above the line and below the line advertising campaign
* Defining brand position in the market
* Managing activation event for all company brands

My main achievement :

* Recruited and trained 3 marketers to join the team
* Increased sales by 40% in a year

Reason for leaving : I reevaluated my career goals and am looking for other employment opportunities

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**Reswara Minergi Hartama Limited**

*Corporate Communications Superintendant* (Aug 2011 – Dec 2015)

The company is a major coal mining producer in Indonesia. Reporting to the CEO, I managed a team of 6 qualified public relation staffs and 2 design graphic staffs.

Main responsibilities :

* Developing corporate communication and public relation strategy
* Managing above the line and below the line advertising campaign
* Managing activation event
* Developing and managing company sustainability programs

My main achievement :

* Recruited and trained 6 public relation staffs to join the team
* Increased company awareness and becoming one of the best well known coal producer in Indonesia markets
* Participating in CoalTrans Asia for 5 years in a row (2011-2015).

Reason for leaving : I was offered a position with another company and accepted

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**Tiara Marga Trakindo Limited**

*Corporate Communications Coordinator* (Feb 2010 – Jul 2011)

The company is a major heavy equipment wholesale trading, known as Caterpilar sole distributor in Indonesia. Reporting to the Head of Corporate Communications.

Main responsibilities :

* Implementing corporate communication and public relation strategy
* Create design advertisement for company
* Internal portal administrator

My main achievement :

* Weekly update for portal and company newsletter
* Increased company awareness by producing a good advertisement design
* Support company activation events.

Reason for leaving : Get promoted to established new corporate communication department in Reswara Minergi Hartama Limited (Company Subsidiary)

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**SAM Design Indonesia Limited**

*Assistant Manager Internet Communication Department* (Mar 2008 – Dec 2009)

The company is a well known advertising agency in Indonesia. Reporting to Manager of Internet Communication Department. I Managed 6 account executive, 6 design graphic, 3 programmers, and 4 project officers.

Main responsibilities :

* Project control management
* Work traffic arragement for designers and programmers
* Schedule meeting for Managers
* Support daily manager activity

My main achievement :

* Launch 30 client websites in a year
* Succeed about 20 client activation programs in a year
* Increased client brand awareness by 30% for each project.

Reason for leaving : I was offered a position with another company and accepted

**FORMAL EDUCATION**

2006-2008

**Sahid University – Jakarta (Master Degree)**

Master of Public Relation

2001-2006

**Bogor Agricultural Institute (Bachelor Degree)**

Bachelor of Science (Meteorology Science)

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| No | Training | Attending Year |
| 1 | PHP & MySQL Fast Track School at Purwadhika IT School | 2016 |
| 2 | Product barcode GS1 System by GS1 Indonesia |
| 3 | Penyuluhan Keamanan Pangan by Dinas Kesehatan Tangerang Selatan |
| 4 | Team Leadership Workshop by WIN Management | 2015 |
| 5 | Problem Solving & Decision Making by WIN Management |
| 6 | Nominated as Best 30 Animator on Animasi Manis Competitions held by SANOFI |
| 7 | International Open Forum on ISO 26000 Social Responsibility | 2014 |
| 8 | Workshop on ISO 26000 Social Responsibility by Corporate Forum for Community Development |
| 9 | Internal & External Communication Training by Fortune PR |
| 10 | Core Values Training by PT Reswara Minergi Hartama | 2013 |
| 11 | Evaluasi Laporan Tahunan 2012 dan Training Penyusunan Laporan Tahunan 2013 Berdasarkan Standar BI, Bapepam-LK dan ARA oleh PT Tata Kelola Komunika |
| 12 | Semiloka Program Pengembangan Masyarakat (ComDev) Kawasan Tambang Batubara  PT MIFA Bersaudara di Kabupaten Aceh Barat |
| 13 | Public Speaking Training by ABM Investama |
| 14 | The 10th PR Society Annual International Conference 2013 |
| 15 | Corporate Social Responsibility in Practice - Measuring Social Performance and Strengthening Reputation and Ethical Behavior | 2012 |
| 16 | Communication Policy And Basic Media Landscape Workshop by ABM Colaborate with Indo Pacific Edelman |
| 17 | Strategic Communications Audit: Investigation Management Measuring Relationship and Reputation |
| 18 | The evolution of New Strategies of Public Relations and Communication Management :  A Relationship Approach |
| 19 | Business Continuity Communication : Dealing with Conflict Management Issues, Risks and Crises to Secure Corporate Reputation |
| 20 | Born to success training (Internal training at PT Reswara Minergi Hartama) | 2011 |
| 21 | Risk management training (Internal training at PT Reswara Minergi Hartama) |
| 22 | Public Relations Writing (Journalism for PR – Executive) Training at Proaktif Training and Consulting by Schoolen Network | 2010 |
| 23 | Photography Training at Melbourne Photography-Kemang |
| 24 | Lead to Bless Leader at Global Solution Institute | 2009 |