



# KANIA AISHA PASAMAN

Marketing & Public  
Relation Specialist

## WORK EXPERIENCE

### KAP Consulting (2016- Present)

FOUNDER & SENIOR COMMUNICATION LEAD

- Started as a small PR consultation company
- Worked for project based events and activities related to PR for brands such as : L'Oréal Paris Indonesia, Amore Pacific Indonesia, Air Asia, Citilink, Buumi Playscape, Fossil, Hotel Indonesia Kempinski, Sapto Djokartiko etc.

### Grab Indonesia (2019)

PR MANAGER - GRABFOOD (SECONDMENT)

- Coordinating all public relations activities related to GrabFood and Business Development activities.
- Developing a marketing communications plan including strategy, goals, budget and tactics
- Developing a media relations strategy, seeking high-level placements in print, broadcast and online media
- External stakeholders mapping and management

### PT. Zeno Indonesia (PR AGENCY) (2013-2016)

SENIOR ACCOUNT MANAGER

- Responsible for managing teams and a portfolio clients and promoting them to their target audiences.
- Developing a marketing communications plan including strategy, goals, budget and tactics
- Developing a media relations strategy, seeking high-level placements in print, broadcast and online media
- External stakeholders mapping and management

### Tourism New Zealand (2015)

PR MANAGER (SECONDMENT)

- Coordinating all public relations activities related to the promotion of New Zealand as a new holiday destination for the Indonesian market.
- Developing a marketing communications plan including strategy, goals, budget and tactics
- Developing a media relations strategy, seeking high-level placements in print, broadcast and online media
- External stakeholders mapping and management

## PERSONAL DATA

Date of Birth: February 22nd, 1989

Nationality: Indonesian

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## EDUCATION

### Institut supérieur de gestion (ISG Paris)

SPECIALIZED MBA - LUXURY MARKETING - 2013

### Mod'Art International/ Universite de Perpignan Via Domitia

POST GRADUATE DEGREE - 2010

### Limkokwing University of Creative Technology/ Curtin University of Technology

BACHELOR OF ARTS IN ADVERTISING DESIGN - 2009

## LANGUAGES

ENGLISH, INDONESIAN AND SPOKEN FRENCH

## COMMUNITY ENGAGEMENT

PR & COMMUNICATION LEAD - YAYASAN MITRA MUSEUM JAKARTA

- Liaise with government officials and stakeholders on the works done towards the betterment of Jakarta museums
- External communication for a non-profit organization