



WORK EXPERIENCE

Projects I have done

In my previous work experience, I have run **several projects** such as campaigns, advertisements, and events.

**HIDUP MEMANG
CUMA SEKALI,
UNTUK SEKARANG
HINGGA NANTI**



HGCTHI CAMPAIGN

In this project, I am responsible for developing a BTN campaign strategy #HidupGakCumaTentangHarini

This company campaign won a Social Media Award from the Ministry of SOEs at the BUMN Corporate Communications and Sustainability Summit event 2020-2021



OFFICIAL SHAMPOO
OF FC BARCELONA
IN INDONESIA

KETOMBE DAN GATAL
TAKLUK!

100% YAKIN.
SELAMANYA.*



HEAD & SHOULDERS ADVERTISEMENT BARCELONA EDITION

In this project, I am responsible for assisting the client in building a corporate campaign by remaking international advertisements into Indonesian language advertisements

BUMI UNTUK INDONESIA

Bank  **BTN**

batara
spekta

Punya Rumah
anBank Tabungan

Bank BTN
@BankBTNoid
bankbn

 LPS
LEMBAGA PENJAMINAN
SIKIPANAN

Bank BTN merupakan peserta penjaminan LPS. Bank BTN terdaftar dan diawasi oleh Otoritas Jasa Keuangan.

BANK BTN BATARA SPEKTA ADVERTISEMENT LOTTERY PRIZES

In this project, I am responsible for creating a marketing strategy to promote BTN products through ATL & BTL activities

LEXUS CAMPAIGN GIAS 2017 EDITION



In this project, I am responsible for assisting the client in building a corporate campaign by creating guideline book for Lexus products in GAIKINDO Indonesia Internasional Auto Show (GIAS) 2017

**MENANGIN HADIAH UNTUK KAMU
DAN MEREKA YANG TERSAYANG.
KARENA HARI KASIH SAYANG LEBIH ASYIK KALO DIBAGI!**



SILVERQUEEN CAMPAIGN

VALENTINE SPECIAL

In this project, I am responsible for creating a digital marketing strategy to promote Silverqueen products through ATL & BTL activities

EVENTS

Events that have been held



BUMN Anniversary- 21

In this project, I am responsible as assistant coordinator, ensuring that the event goes according to plan



LinkAja Launch Event

In this project, I am responsible for being a liaison officer between the ministry of BUMN and Bank BTN and I ensure that Bank BTN participants take part in this event



Bank BTN Anniversary

In this project, I'm in charge of designing events and being the liaison officer for the guests

EVENTS

Events that have been held



HUT KPR BTN 45

In this project, I am responsible as assistant coordinator, ensuring that the event goes according to plan



BUMN Gathering for RI 74

In this project, I am responsible for being a liaison officer between the ministry of BUMN and Bank BTN and I ensure that Bank BTN participants take part in this event



Media Briefing & Lunch

In this project, I'm in charge of assisting the event and being the liaison officer for the media