

Adhi Danar Kusumo

Head Of Public Affairs Consultant

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Danar currently work as the Head of Public Affairs Consultant at Indigital, a strategic communications consulting firm that aims to deliver a better approach in communication to the public and private sectors. Interactions with various clients from individual figures, government agencies to Indonesia's growing sectors, namely capital markets, nickel smelters, and digital banking have provided a unique perspective on the country's most pressing issues.

Four years of expertise in this field have developed a strong sense of calm when dealing with several challenges and crisis and adapting to a broad spectrum of people, environments, and situations.

Work History

2022-01 – Current

Head of Public Affairs Consultant

Inspirasi Digital, Jakarta

- Create, implement, and manage communication strategies and formulating PR plan for at least 10 clients on running.
- Execute PR events not limited to press conferences, media gathering, exclusive interviews, etc.
- Write press releases, insight articles, talking points and speeches, anything related to clients' needs.
- Use critical thinking to do research, updates, and analyze industrial trends for communication purposes.
- Quality control media monitoring and PR reports regularly.

2019-10 – 2021-12

Media Specialist

Inspirasi Digital, Jakarta

- Responsible for at least 5 clients' needs.
- Analyzed suitability of media in line with media campaigns for clients.
- Negotiated with various parties regarding campaign plans.
- Wrote press releases, insight articles, talking points and speeches, anything related to clients' needs.
- Quality control media monitoring and PR reports regularly

2018-07 – 2019-09

Media Research Analyst

Presidential Election Campaign, Jakarta

- Increased awareness through creation of innovative print and digital productions for major publications.
- Handled report from media monitoring result.
- Researched Provided insight about current affairs on mass media.
- Wrote press releases for certain conditions and purposes.
- Handled various campaigns in at least 10 cities.

Education





2011 – 2017

Bachelor of Social Science: Communication Studies

Atma Jaya Yogyakarta University - Yogyakarta

GPA 3.36 / 4.00

Skills

- Interpersonal Communication  Excellent
- Public Relations  Excellent
- Communication Planning  Excellent
- Social Media Coordination  Very Good