

KEVIN ANDREAS

Multidisciplinary creative across copy, content, and creative direction, with experience ranging from scaling social media from 1M to 2M, to shaping compelling narratives through digital campaigns.

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EXPERIENCE

Hypebeast Indonesia 2025-now

Managing Editor/Social Media Director

Lead the editorial team in shaping tone of voice and curating culturally relevant news, while creating campaigns at Hypemaker Digital Agency through creative conception and direction.

USS Networks 2022-2025

Content Editor/Social Media Manager

Translate out-of-the-box ideas into accessible storytelling that drives viral content, helping grow @ussfeed from 1M to 2M followers.

USS Networks 2020-2022

Content Writer

Turn internet trends into timely editorial content for USSFeed.com, helping grow the platform from zero to a steady audience of thousands of daily readers.

Provoke! Magazine 2017-2020

Creative Writer/Social Media Specialist

Alongside writing, interviewing, and news coverage, I drive the creation of editorial concepts for magazine features and social content.

EXPERTISE

Trend & Culture Analysis

Editorial Development

Social Media Strategy

Creative Direction

Campaign Ideation

Team Management

Storytelling

Copywriting

Et Cetera



EDUCATION

Politeknik Negeri Jakarta

Diploma in Journalism

2014-2017

Hatching Academy x Limkokwing University

Copywriting Class

July 2024



RECENT PROJECTS



GARMIN



Associate Creative Director

- Led creative direction for digital campaign
- Managed project execution and creative teams
- Oversaw editorial planning for social media

(WORK IN PROGRESS)

Project Manager

- Developed content output direction for digital campaign
- Managed project execution and coordinated cross-functional teams
- Oversaw editorial planning across social media and written content

Garnered 5M+ total views across three posts, each surpassing 1M+ views.

Content Manager

- Oversaw content output for Hypebeast main and Hypebeast Style for Budweiser's Music Is Yours to Take Presented by Hypebeast
- Assisted in event management in Bangkok

Drove millions of views through one social media post and five globally distributed articles.

OTHER CLIENTS INCLUDE



<https://kevinandreas.portfolial.com/>