

# 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**

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**

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**

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/>