

***Khoivin, Ahmad***

Jl. Masjid Anni’mah No. 134  
RT/RW: 08/008, Gandul,   
Cinere, kota Depok 16512

**Ph/Fax**: +62 21 7664963

**Mobile**: +62 813 898 00 538

**Email**: khoivin@yuklik.com

khoivin@gmail.com

*Objective*

**Creative Strategy & Concept for Activation,  
Creative Strategy & Concept for Digital Activity,  
Creative Art-Based for ATL, BTL, Activation, & Digital Campaign.**

*Profile***Name :** Ahmad Khoivin

**Place, Birth :** Tuban, May, 12 1976

**Religion :** Moslem

**Marital Status :** Married  
**Address :** Jl. Masjid Anni’mah No. 134  
 RT/RW: 08/008, Gandul, Cinere, kota Depok

**Mobile**  **:** +62 813 898 00 538

**Email :** [aku@khoiv.in](mailto:aku@khoiv.in)[khoivin@gmail.com](mailto:khoivin@gmail.com)

**YM active :** [khoivin.ahmad](ymsgr:sendIM/?khoivin_ahmad)

**Website :** [www.varroshava.com](http://www.varroshava.com)

**Social Media :** [www.fb.me/khoivin](http://www.fb.me/khoivin)  
 [www.fb.me/varroshava](http://www.fb.me/varroshava) (portfolio design)

<https://www.linkedin.com/in/khoivin>

*Educations*

* UNESA Surabaya (Universitas Negeri Surabaya)  
  Fine Art Department, Visual Communication Design specialist
* SMA Negeri 1 Rengel – Tuban  
  Physic Department
* SMP Negeri 1 Rengel – Tuban

*Work Experiences*

* **Varroshava, Creative Addict,** Nov 2007 – Present  
  ***Business Dev & Creative Freelancer.****Business development, dealing, product creation,*  
  *Creative concept to production management & development.*
* **OneComm Innovate**, in2013  
  **Activation Creative Group Head**
* **JC&K, *Advertising***. 2006 – Nov 2007  
  ***Art Director.***  
  *create creative strategy concept*,  
  *create visual communication strategy concept,   
  production supervise,*
* **The Partners, *Advertising***. 2004 - 2006  
  ***Assc. Creative Director / Creative Head.***  
  *create creative strategy concept*,   
  *create visual communication strategy concept,   
  creative team managerial*
* **Sanur Online, *e-marketing strategy***. 2003 - 2004  
  ***Art Director / Creative Head.***  
  *create creative strategy concept* *for* ***online promotion, online brand activation, advertising & digital branding***, ***experiential media digital.***  
  *create visual communication strategy concept, to be execution (web, banner, viral, touch screen kiosk, mobile, digital game etc)  
  creative team managerial*
* **Cabe Rawit *marketing & communications***, Jakarta. 2001 - 2003  
  ***Art Director***  
  *create visual communication strategy concept & creative concept,*   
  *freelancer managerial*
* **Univers Promosindo *Advertising***, Jakarta. 2001  
  ***Art Director***  
  *create visual communication strategy concept,*
* **Bali Web Design**, Denpasar. 2000  
  ***Multimedia Designer, Animator, web design.****create concept for motion graphic to be* *implementation*
* **Oposisi Group, Jawa Pos Group**, Surabaya. 2000  
  ***Artistic***, ***Cover Designer, Illustrator, Caricature, Web Design,***   
  create *visual creative and result quality control*.
* **Hotline *Advertising* *Agency***, Surabaya. 1999  
  ***Graphic Designer,***  
  create *visual creative and result quality control*.
* **Garda *Advertising Agency***, Surabaya. 1998  
  **Graphic Designer (print material),**  
  *visual creative and result (print-out) quality control.*

*Brand/Client Experience*

* **Adhimix Precast Indonesia, DEPARI, C3-Indonesia, 1rstWAP, Omni-Hospitals,**
* **Vitazone, Goodtime,**
* **Prenagen, Milna, Johnson’s,**
* **Neozep Forte**
* **Bank (Mandiri Bank, Niaga Bank, BNI Bank, Mega Bank)**
* **Unilever Indonesia (Sunsilk, Clear, Close-Up)**
* **Insurance (Bintang Insurance, Tugu Insurance, Autocillin Insurance,** Adira Group,**Jasa Raharja)**
* **Mobile (Sony Ericsson, Nokia)**
* **Telco (Indosat, Telkomsel)**
* **Fedex, RPX**
* **Garuda Indonesia**
* **Pertamina Group**
* **Pekubuwono Residence**
* **Amway Indonesia**
* **Lintasarta Group**
* **Trimegah Securitas**
* **Dapur Cokelat**
* **Universitas Indonesia**
* **Radio Ms-tri**
* **Cinekom**
* **Spec Sport Shoes**
* **Hotel Ramayana Group,** Bali
* **Susu Bendera**
* **P3i Jakarta**
* **Meganet, CBN,** InternetService Provider
* **Etc.**

*Professional Skills*

* **Creative concept,**   
  visual communication concept,   
  marketing communication strategy and business strategy concept.
* Art Direction, Creative Direction
* Presentation skill, strategy concept, web strategy, activation strategy, online/digital branding strategy.
* Graphic Design, Motion Graphic, Animation, Visual Functional based,
* Illustration (digitalize or hand made) caricature, cartoon, realism, modern illustration (Dadaism, Retro).
* Environmental Design, Experiential Design, Exhibition design, Backdrop show, Exterior-Interior design, art modern sculpture (art 3D-based).
* Interactive Design, Website, Wireless Application Protocol, Graphic user interface
* Painting (surrealism, realism, expressionism)
* Photography (humanism, beauty shoot) & DI of course.
* Computer with Windows & Macintosh Operating System.
* Software for **concept** support: Ms. Word, Power Point, Ms Visio, Excel
* Software for **graphic design** support: Adobe Photoshop, FreeHand, Illustrator, etc.
* Software for **web design & mobile wireless** support: Macromedia Dream weaver, Flash with action script, swift 3d, swish, dhtml, css, JavaScript, Php MySQL, WAP. etc.
* Software for **digital** **multimedia** support: Adobe Premier, Adobe After FX, Macromedia Director with Lingo scripting, particle illusion, Fruity Loops, Audition,
* Software for **3D modeling** & **animate** support: 3D Studio Max, Spicular Infini-D, Poser, etc.
* Understand about Print-Out, Web Design and Multimedia Production process procedure.

*Professional Attitude*

* High spirit for professional.
* Strategist for solve problems.
* Work effectively.
* Motivate to learn more.
* Teamwork ability

*Activities & Communities*

* **Presentation Skill Training** *(internal training at Caberawit-MarkComm)*
* **Brand Building & Management** *(internal training at Caberawit-MarkComm)*
* **Direct Marketing** *(internal training at Caberawit-MarkComm)*
* **Flash Conference Seminar**
* **Mailing list :** kritik-iklan, artdirectorclub, indographic, design-campur, marketing-club, communications Indonesia, thecopymakers, creative circle indonesia.
* **IWWF, Indo-graphic**, Indonesian Design Community
* **Art of National Students Weeks ,** Delegated from UNESA (my university)
* **Artistic Team for ‘Gema’ ,** Campus News Paper
* **Artistic Team Coordinator for ‘Joglo’ ,** Fine Art Department Magazine
* **Teater Institut,** Study activity on campus
* **Artistic Team for ‘Blantika’ ,** High School Magazine
* **Journalistic Training Basic Level** for All East Java High School, 1994

*Achievements*

* **Bronze,** [**Citra Pariwara Award 2003**](http://www.citrapariwara.com/citra_terdahulu_2003_isi.php?news_id=21)**,** Indonesian Advertising Award
* Finalist, Citra Pariwara 2004, Indonesian Advertising Award
* **Bea Siswa PPA** (Peningkatan Prestasi Akademik) 1996 – 1999.
* And I’m still hungry about this