

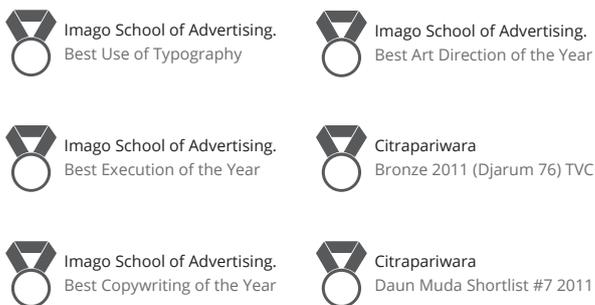
WAKE UP AND GO

you've got a lot of ideas. but you feel like you never have the time to make it happens.
use every tiny time you've got. you have plenty of time before you are dead.

PERSONAL DETAILS

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RECOGNITIONS



EDUCATION

University	Imago The School of Advertising - 2007 - 2010 Indonesia's premier advertising school. The only school from Indonesia that won bronze at the prestigious The One Show award for college students in Southeast Asia.
Course	Digital Studio - 2004 Digital Video Fundamental and Multimedia Fundamental Programs at Digital Studio Grand Wijaya Center, Jakarta Selatan.
Course	Imago The School of Advertising - 2008 Art Director & Scriptwriting and Copywriting Course Programs
Course	Spikes Asia - 2013 Programme of seminars and workshops focusing on creativity and learning. In addition, there are exhibitions of creative work from Asia, evening networking events and the exciting Spikes Asia Awards Ceremony which celebrates and rewards creative excellence in communications.
Course	Citrapariwara - 2013 The seminar feature speakers of international caliber in the field of advertising that often share their knowledge and experience in regional and international advertising festival.

OUTCOME

hard work beats talent when talent doesn't work hard!

PERSONAL SKILLS DESCRIPTION

The possession of a power or attribute that causes bystanders to remark "woaahh skills"

One of the most difficult problems that art directors face is to translate desired moods, messages, concepts, and underdeveloped ideas into imagery. During the brainstorming process, art directors, co-workers, and clients are engaged in imagining what the finished piece or scene might look like.

At times, an art director is ultimately responsible for solidifying the vision of the collective imagination while resolving conflicting agenda and inconsistencies between the various individual inputs.

In a world increasingly driven by computer and mobile phone screens, the visual component of marketing has become even more important, elevating an AD's importance. A good art director translates marketing strategy into a visual language that speaks to the target audience and expresses the brand equity and, now I'm involved and handle in marketing strategy on client side, as an Art Director & Marketing Executive.

It may seem like creating a new idea is the most scary part. well I think it doesn't. don't be afraid to write something stupid, it's the most common problem everyone does. I try to soak up anything that crosses my mind. when I'm not too lazy to open up my notes, I write them down. your brain will generate something beautiful unconsciously.

Don't think, just write down your ideas. usually I do "30 Minutes 30 Ideas", and after that, I choose some the ideas I think can be developed. if it doesn't work, I do it all over again. one thousand ideas is better than one good idea.

I'm not a brain expert, I'm just a smart-ass guy who believes that when the brain is capable of creating something awesome when stuffed with a bunch of things. my suggestion: just don't fill it all with porn. one single idea can change the world. everything that has been created right now came from an idea. Ideas do countless things. you opening my website right now also came from an idea. it was Larry Page's idea to create Google.

Coming up with ideas is my favourite thing in the world, and once it works nicely, it's gives me the craziest ideagasm. I love it more than I love my girlfriend.

Advertising & Marketing is my life. I work because I love this. I love ideas. I have no idea why. the reason I went back to school and finished my diploma was just because I saw some Print Ads on adsoftheworld.com. that

EXPERIENCE

An unusual disgusting bowel movement. Often watery in nature. It generally will be remembered for some time.

ADAMEDIA

June 2007 - August 2007

GRAPHIC DESIGNER

ADAmEdia is a Digital Magazine. As a Junior Graphic Designer the responsible is creating design is creating solutions that have a high visual impact. The role involves listening to BOD and understanding their needs.

N3O INDONESIA

January 2010 - April

INTERNSHIP JUNIOR ART DIRECTOR

Accounts: First Media, ABC, Gudang Garam

HOCUS FOCUS

September 2010 - October 2010

PHOTOGRAPHER

Hocus Focus is a Photography Studio for Kids and Family based on Senayan City, back then. The responsibilities as a Photographer is capturing Kids & Family.

GREY WORLDWIDE

June 2010 - July 2010

JUNIOR ART DIRECTOR

Account: KPR Mandiri Pitch

PLAYGROUPASIA

November 2010 - November 2012

ART DIRECTOR

Accounts: AirAsia, Djarum 76, Samsung, Bank Mega, Cimory, Burger King, Chandra Asih, Emtek, Milna, Commonwealth Bank, BeiersDorf, Microsoft, Pfizer, Tenaris.

COLMANHANDOKO

December 2012 - March 2013

ART DIRECTOR

Account: Nutricia Bebelac

LBP FOUNDATION

March 2013 - November 2013

SENIOR ART DIRECTOR

Political Organization held by Luhut Binsar Pandjaitan. As a Senior Art Director the responsibilities are creating political creative communications strategic planning.

FORTUNE INDONESIA

November 2013 - November 2013

SENIOR ART DIRECTOR

Description: Hemaviton Digital Campaign Pitch

DDB GROUP INDONESIA

January 2014 - January 2014

ART DIRECTOR

Accounts: Cheetos, Samsung, P&G, Quaker Oats.

THIS IS NEW

I moved to client side to learn more about Marketing and Digital.

jobsDB Indonesia

January 2014 - January 2014

ART DIRECTOR

Responsible for what advertisements and brand look like. Involved in creating a campaign that has an instant, positive impact on the consumer in order to promote the product and brand being advertised.

Generate creative ideas and concepts and gaining an understanding of the target audience and business that the advert is aimed at; meeting with the managing director before presenting ideas to clients, pitching ideas to clients, briefing other members of the creative team with commissioning vendors such as photographers, artists or film-makers. Advising new creatives, reviewing their 'books' and managing new teams on placement with the company.

Engaging and acquiring new consumers using various techniques and approaches.

- Responsible for website visitor traffic, Social Media and web integration
- Working closely with external advertising and digital advertising agencies and spearheading exciting and effective campaigns.
- Using consumer insights to guide the marketing campaigns and inspire high quality creative.
- Working closely with the rest of the marketing team and other company departments to ensure a coordinated approach to marketing campaigns.
- Market research and benchmarking of target markets, analysis of company products in relation to competitors.
- Supervising for UI & UX
- Maintaining regular external communications (Employer & Job Seeker)
- Maintaining and creating Company Value Assets, (Web Integration, EDM, Social Media, Advertisement, etc.)

Contributing considerably in creating Yearly Marketing Plan and Participating with Trade Marketing Manager to Increasing demand with supply chain partners, such as distributors, wholesalers and retailers, rather than at the consumer level. Complementary process to enable consumer access for brands through distribution. Ensure available supply to meet the consumer demand created by Brand Marketing.