INDRA KUSUMA NUSANTARA

**Personal Email:** comeonyouindra@gmail.com

**Phone:** 083890001901

**Portfolio:**

Weebly: [www.indramf.weebly.com](http://www.indramf.weebly.com)

Werdsmith: <http://werdsmith.com/indramf>

**Social Media:**

Twitter: @weekendcasualco

Instagram: @weekend.connoisseur

Facebook: Weekend Connoisseur

LinkedIn: Indra Kusuma Nusantara

**Address:**

Jln. Pisangan Baru Timur III no 20 RT/RW 002/015 Matraman, Jakarta Timur. 13110

# Objective

Helping companies and brands get their message across in clear, communicative and creative.

Develop ideas/solution and ensuring message consistency across mediums while keeping everything aligned with corporate/brand guidelines

Key statements: • Conceptualize and execute writer strategic • Market analysis through SWOT • Experience in City Branding • Manage and motivate the creative team • Good organizational skill and team player • Possess good presentation skill • Good verbal and written communication skill • Quick learner and communicative

I enjoy making new professional acquaintances. Reach me to discuss about strategy, writing, social media, gadget, and culture of football casual (against modern football)

# Experience

**Copywriter at Rhema Communications Branding Agency**

**(October 2011 - March 2012 )**

* **Official Website:** www.rhemacomm.com
* **Job Desk:** Creating All content for Company Profile and Branding Packaging
* **Client :** Bam Decorient Indonesia http://www.baminternational.com

Company Profile x-block

**Copywriter at MaxxcomAD (Omni Dynamic) Advertising Agency**

**(March 2012 - January 2013)**

* **Job Desk:** Creating all Concept TVC, Print Ads and Radio Ads
* **Client :**

**Carvil**

**Youtube TVC link:** Freestyle "Futsal" Ipank Freestyler Indonesian https://youtu.be/atROexS2XUY TVC Varian Sepatu Futsal Carvil

* **Nuriskin Ultimate**

**YouTube TVC link:** http://youtu.be/8lsRrzqihAc TVC Nuriskin Ultimate "Yuni Shara"

**Digital Copywriter at PT. Best Buy Home Shopping Indonesia Retail**

**(July 2013 - February 2015)**

* **Address:** DKI Jakarta, East Jakarta (Indonesia) Office Phone: 021 29499999 Official Website: www.bbuy.co.id
* **Job desk:** All concept creative include strategic plan, Social Media Specialist, Creative content for all product and Re-branding Product

**Head of Advertising at EMC2 Digital Agency (February 2015 – September 2015)**

* **Contact:** Office Phone: 021-56957022 Official Website: www.emc-square.com
* **Job desk:** Supervise Social Media, Google Ads, Strategic Digital Campaign and Activation
* **Client:**
* **Carvil Fan Page**

https://www.facebook.com/pakecarvil (Supervise Social Media and Concept the activation)

* **Sahabat Prega Movie**

Bank Artha Graha http://sahabatprega.com/moviefest/ Film karya anak

* **Freshkon Indonesia**

http://www.freshkon.com/country/indonesia/index.htm (Create Facebook Ads and Google Ads)

* **Soltius SAP Indonesia**

Soltius http://www.soltius.co.id (Creating GDN and Google Ads)

**Digital Strategist at PT. Englory Intertech (Caping Apps) (September 2015 – Current)**

* **Job Desk:** Supervise all Social Media Strategic, Creating Brand identity, Supervise Design Concept, AdWords, & Video Concept.
* **Website:** [**www.caping.co.id**](http://www.caping.co.id)
* **Facebook:** [**www.facebook/capingapp.com**](http://www.facebook/capingapp.com)
* **Instagram: @caping.app**

# Education

**Elementary School**

* SDN 3 Tanjung Karang **(November 1994 - November 2000)**

**Junior High School**

* SLTPN 2 Mataram **(November 2000 - November 2003)**

**Senior High School (Social)**

* SMUN 2 Mataram **(March 2003 - April 2006)**

**University (Communication) - February 2006 - October 2011**

* UPN "V" Yogyakarta Thesis topic: Perancangan City Branding Lombok - Sumbawa 2012

# Project

* **Djarum Black Tea**

Case Study : https://youtu.be/5eV\_pUBAYzU Case Study Djarum Black Tea

* **Radio Ads Sweet version**

Dubbing by Bob Santoso https://youtu.be/b1bylZUJ4pU Radio Ads Dies Natalies UNY 2011

* **Radio Ads Telephone Version**

Dubbing by Bob Santoso and Lenny Gunawan https://youtu.be/PlbsnX3IvDY Radio ads for Dies Natalies UNY 2011

* **Organizational Skills**

Project Management, Team Building and Collaborations.

* **Professional Competencies**
* Brand Development, Social Media Strategic, Google Ads, Scriptwriter, Corporate identities, Company profiles, Blogging,
* **Computer Skills**

Microsoft words, Excel, Power Point and Corel Draw

* **Other skills**

Playing Football and Surfing