

IKHSAN MUSTAFA

resume



IM

Ikhsan Mustafa

Born January, 5th 1986
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ABOUT ME

I am a son from two brothers of Noor Wahjudie and Zetty Maharani Djauhari. Now, I have my own little family with my lovely wife Katri Dyah Prameswari. We already blessed with 2 beautiful angels, Woro Kalika Pranaya (2 years old) and Gandhes Meraki Prabhaswara (0 years old).

I am type of thinker person, I have so many thought about everythings randomly. Therefore I usually write it down in my blog and post it in social media, so I can discuss it with my friends and families. I love travels, take photos and write story of it. I always hear new story from travels and found new perspective in life. Its enrich my understanding about life. So I hope through my job I can spread my story to another.

 facebook.com/ikhsan.mustafa

 @ixn_17

 Ikhsan Mustafa

 @ixn_17

 ikhsanmustafa.wordpress.com

OVERVIEW

I have my background in communication and it supported with my education in business (graduate program) and corporate communication (postgraduate program). My passion in communication is create concept that help consumer, client, or target audience to be interested with the message and create some great experience relating corporate with it community, market, and the other stakeholders. Concept is all about integrate all the component to make one single message to achieve the goal.

I like work in creative environment that make job looks dynamic and make people grow effectively. Based in that overview, I aquired a job in corporate communication.

1. Corporate Communication

Understanding the communication process and several way to achieve the goal of the message. Learn every culture in corporate and integrate with communication process.

2. Public Relation

Company as part of society should be pro active to support society development. Maintain society's partnership with company in many social activities. Creating corporate share value to have a greater corporate culture development to ots society.

3. Brand Development

Understanding product positioning in market. Give social interaction to its customers to be a top of mind product. Learn and increase its value through SWOT analisis.

4. Digital and Social Media

Recently communication process increasing with digital and social media environment. All information spreading faster and massive with social media. Its also helps organizations to understand situation of community especially clients. So we need to learn this new media and bring new innovation in corporate communication process.

EDUCATION

2010 - 2013
Universitas Indonesia
Magister Communication
Major Corporate Communication
Degree : S2 - Msi.

2004 - 2009
Universitas Pelita Harapan
Economic Faculty / Management
Major Marketing Management
Degree: S1 - SE

WORKING EXPERIENCES



SINAR MAS, PRESIDENT OFFICE

October 2010 - January 2016

Produce corporate communication delivered internal and external needed. Build good relationship and make synergy in business with related colleague. Maintain integrity of Sinar Mas identity as umbrella brand to its pillar business. Services all of company under Sinar Mas in communication needs.

1. Corporate Communication

Create communication concept to spread corporate messages in its goal to allign the identity of Sinar Mas through its pillar business,

2. Corporate Identity

Optimization Sinar Mas corporate identity and logo to give one message to society and business that Sinar Mas is one family in culture. Maintain and integrate corporate identity and logo of Sinar Mas as an umbrella brand to its pillar business

3. Social Media

Communicate all activities in Sinar Mas's corporate campaign through social media (twitter and instagram platform). Make sure the message spread in internal and spread to its stakeholders.

4. Internal Magazine Editor

SMILE Magazine (Sinar Mas Inspirational Magazine). Writing and build concept editorial for Smile Magazine, Internal magazine that spread the message and stories in Sinar Mas activities.



METRO TV

June 2008 - December 2009

Create soft news package for blocking marketing program. Scripting, coverage, and editing news or promotiona event from clients. Responsible to handle "B-News" blocking program from Bank Bukopin.



DENTSU STRAT

January 2008 - June 2008

Coordinating jobs between creative team and clients. Schedullng timeline program for clients demand. Consolidating brainstorming to gather clearly brief from clients needs

TRAINING

Public Relation

Social Media & PR Trends 2015
13 Maret 2015
PR World

Branding Strategy

All About Branding Ala Pak Bi
24 Maret 2014
Mindstream

Jurnalistik

Pelatihan Fotografi Jurnalistik & Penulisan Press
Release
23 Mei 2014
Bisnis Indonesia

REFERENCES

Ferdian H. Setiono

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