



Ricky Marteen

Self developed and solution-oriented public relations specialist with 2+ years of experience. Eager to join Weber Shandwick to assist in shaping the brand's strong image and developing the PR strategy. In previous roles, I have successfully secured brand identity of 10+ brands of clients.



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Work Experience

Public Relations Strategy • Dreambox Agency, Tangerang

January 2021 - November 2022



- Assisted clients to manage their social media account and interact with key audiences
- Developed key relationships with national and international market
- Prepared and distributed press releases for client's event

Public Relations Strategy • Ogilvy Agency, Tangerang



December 2018 - December 2020

- Increased client's revenue 32% of average per year
- Developed digital media for related audiences
- Created brand visualization such as logo of rebranding and tagline
- Managed and monitored client's annual events

Education

2014 - 2018

London School of Public Relations

Bachelor of Communication

- GPA 3.9 out of 4.0
- Relevant Coursework:
 - Business and Economic Foundations of Public Relations
 - Digital Marketing Management

Skills

Soft Skill

- Critical thinking
- Creative
- Flexible
- Time management
- Leadership skills
- Adaptable
- Problem solving
- Solution oriented

Hard Skill

- Strategic
- Public speaking
- Writing
- Media relations
- Editing image
- Editing video
- SEO specialist
- Online research

Certificate

- London School of Public Relations Officer Certification