**PROFILE**

**Name** : Irwan Farid

**Place and Date of Birth** : Bandung, March 28,1977

**Address** : Taman Pinang Indah H1 / 08, Sidoarjo – East Java

**Religion** : Islam

**Status** : Married

**Phone Number** : +62 812 1626 3228

**Email** : [irwan.farid@outlook.com](mailto:irwan.farid@outlook.com), irwan.efxdesign@gmail.com

**EDUCATION**

**1984 – 1990** : SDN ketintang II – Surabaya

**1990 – 1993** : SMPN 29 – Surabaya

**1993 – 1996** : SMA Ta’Miriyah – Surabaya

**1996 – 2001** : Universitas Kristen petra – Surabaya

**SKILL**

* Adobe Photoshop, Corel Draw, Macromedia Freehand, Adobe Illustrator, Adobe Pagemaker, 3Ds Max, Adobe Premiere, Adobe After Effect.
* Windows and Mac Operating System
* Microsoft Office

**EXPERIENCE**

**PT. Supra Manunggal Advertising**

**January 2002 – June 2003**

**Creative Design**

* Designing newspaper ads and distribute the finished artwork to newspaper printing office.
* Created concept and design brochures, booklets, newspaper ads, annual magazine using Adobe Pagemaker, Macromedia Freehand, Adobe Photoshop.
* Ensured projects were delivered to clients on time.

**PT. Apel Putih Cintaidea**

**December 2003 – April 2004**

**Creative Design**

* To facilitate and supporting of the marketing department in making presentations to the client.
* Created design graphic for brochures, booklets, newspaper ads, and template in Corel

Draw, Adobe Illustrator, Adobe Photoshop.

* Worked along side the creative director and all team member of marketing department.
* Ensured projects were delivered to clients on time.

**PT. Times Advertising**

**April 2004 – April 2005**

**Art Director**

* Worked along side the creative director and all team member of marketing department.
* Develop and implementation of brand strategies for various project with team marketing department.
* Create concept storyline and storyboard for TV ads.
* Worked along side with team from production house for processing production tv ad (from taking shooting until the process editing tv ads).
* Ensured projects were delivered to clients on time.

**PT. Kharisma Advertising & Communication**

**April 2005 – August 2009**

**Art Director**

* Worked along side the creative director and all team member of marketing department.
* Develop and implementation of brand strategies for various project with team marketing department.
* Create concept storyline and storyboard for TV ads.
* Worked along side with team from production house for processing production tv ad (from taking shooting until the process editing tv ads).
* To Develop and wrote creative briefs based on client input.
* Making the concept of event activities from the plan of the event, cost budgets up to the implementation of the events.
* Create concept and editing video for special events using adobe premiere, after effect and photoshop.
* Create concept and design booth for exhibitions using autodesk 3ds Max.
* Ensured projects were delivered to clients on time.

**PT. Inti Selera Asia**

**November 2009 – August 2011**

**Chief Marketing Promotion and Design**

* Worked along side the CEO and manager from others division.
* Create concept and design for new book menu for restaurant Bentoya, Goota, Chubo – Chubo.
* Distribute information about new menu and new pricing to all restaurant.
* Manage budget sponsorship 120 million rupiah from Citibank, Nestle and Club.
* Create joint promotional activities for existing menu in all restaurant.
* Created advertisement, brochures, booklets, posters, direct mail, etc.
* Manage and publish a member card and the benefits to be obtained.
* Built professional relationship with the management of the mall.
* To Develop and wrote creative briefs based on client input for special events.

**PT. Citraraya Mandiri Motor**

**September 2011 – March 2015**

**Marketing Communication**

* Worked along side the CEO, and manager from others division.
* Created advertisement, brochures, booklets, posters, direct mail, etc.
* Manage and publish a experience card and the benefits to be obtained.
* On line campaigns using website and media social for promotion activities.
* Making the concept of event activities from the plan of the event, cost budgets up to the implementation of the special events.
* Create concept and editing video for special events using adobe premiere, after effect and photoshop.
* Create concept and support promotional activities of all divisions of the company within one year of implementation.
* Organized personnel and supervised for event activities.
* Wrote and submitted publicity and press releases.
* Create joint promotional activities with the Miracle Aesthetic Clinic for new product in showroom event.
* Create joint promotional activities with the management CitraLand, Pocari Sweat for event fun bike.
* Built professional relationship with journalists, event organizer, etc.

**PT. Jaykay Files Indonesia (Subsidary Raymond.Ltd)**

**September 2015 – Present**

**Assistant Manager Branding & Communication**

* Worked along side the CEO, manager of marketing domestic, and product manager.
* Distribute information about new pricing to all distributors.
* Manage budget 1.2 billion rupiah for promotion activities in year 2016. (event activities, merchandise, branding visibility, etc)
* Created advertisement, brochures, booklets, posters, catalogue product, etc.
* Create concept and design branding visibility for all distributor.
* Making the concept of event activities from the plan of the event, cost budgets up to the implementation of the special events. (dealer conference, sub dealer meeting and road show product demo).
* Developed and presented marketing plans for 1 year activities.
* Making sure the campaigns run deadline and on budget.
* Reporting to CEO and manager of marketing domestic on the effectiveness of campaigns. (and send email reporting event activities to board of director in PT Jaykay Files India).
* Visit to all distributor in Indonesia and make event activities road show product demo.
* Built professional relationship with journalists, event organizer, etc.