

# Elvi Jayanthi

DOB: 1<sup>st</sup> January 1990, Nationality: Indonesian, Gender: Female, Status: Single  
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## Objective

To be Part of your leading company and give my best to be useful for the company.

## Experience

### Media Trading Strategist (October 2014 – Present)

Strategic planning and programmatic buying

Media Planning, Social Media Strategist, Programmatic campaign optimization

Handled SEA projects (Indonesia, Thailand, Singapore, Malaysia, Japan, Korea) and Australia

Market and Performance Analyst: Deliver insight and consultation to improve client's business

Client communication regarding programmatic procedures and suggestions

Understand and experience in multiple trading platforms, such as Appnexus, Doubleclick Campaign Manager, YouTube, Adwords (SEM), TubeMogul, Bidstalk, Facebook, LinkedIn, MSN, and Spotify.

Market Research and Observer, especially for Singapore, Indonesia, and Thailand.

### Social Media and PR Specialist of LARKS Digital Agency (December 2013 – July 2014)

Build strong partnership between LARKS and Indonesian Media Agencies and bloggers.

Arrange Social Media activities to promote LARKS's clients and connect them to the websites.

Manage Social Media activities on behalf of LARKS's clients

Present ideas of campaign in purpose of boost clients' awareness and images

A copywriter and manage postings published on social media of LARKS's clients

Handle events held on behalf of LARKS's clients (taking care of all necessities and attributes)

Research and Analyze digital marketing and performance of clients

### Product Marketing Manager of PT Domikado (October 2012 – November 2013)

Assigned to plan Marketing Strategy for boosting the sales of PT Domikado's products.

Manage prospects

Communicate and Negotiate with Clients, Medias and Sponsors.

Business Development of PT. Domikado's product (Bersaham).

Manage and Maintain relationship with Media Partners.

Develop Idea and Manage Promotional Activities.

Dealing with Administrative activities (Lettering, Interviewing, Set Up Meeting, etc.)

Project Marketer of Software Development project.

#### **Member of Promotion and Registration of JA Titans Training 2010**

Negotiate and manage relationships with some media agencies to promote an event held by Binus International University for JA Titans training.

#### **Former Head of Promotion and Registration Simbiz Jakarta 2010**

An event held by a club (Binus International Trading Enterprise) of Binus International University, and I was assigned to find Media Partner from Media agencies, like TV Station, Radio Station and Magazine agencies by giving benefits to both club and the agencies.

#### **Former Head of Production Division in Binus International Trading Enterprise Club 2009**

Research, Observe, Calculate, and Market products that can be sold in event and club activities in order to improve stock price of the club and pay dividends to club members

#### **Head of Human Resource Division of CIA club in Binus International University 2009**

Research and Find potential member for the club and speakers or tutors for the club activities.

### **Education**

#### **Curtin University Singapore**

**2010-2012**

Majoring in *Marketing and Advertising* (Bsc.)

#### **Binus International University**

**2008-2010**

Majoring in Information System

### **Skills**

**Simple and Unique**, Crative, Orginal and put it simple.

**Observer and Analyst**, See through the main problems and analyze each situation in finding the best solution.

**A Negotiator**. I negotiated and convinced media partners to participate as promoters of my previous events.

**Risk Taker**, learning about new stuffs, never gives up and takes risks for a better result are my favorite challenges.

Microsoft Office

Internet, Mac OS, and Windows

Social Media Marketing

Google Analytics

Media Communication and Promotional Skill

Interpersonal Skill

Basic Photoshop, Indesign and Dreamweaver

Fluent in English, Indonesian, Teocheow and Basic Chinese (Speaking only)

