

## PERSONAL OBJECTIVES

I will be giving best efforts and positive contributions to the company by working hard, fast learning, in order to support the company's growth.



### PERSONAL DATA

Name	: Andri Purwanto
Place/Date of Birth	: Purwokerto, June 1st 1992
Nationality	: Indonesia
Sex	: Male
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## EDUCATIONS

BINUS UNIVERSITY ( Bachelors of Business Management 2014)

## PERSONAL QUALIFICATIONS

1. Good Education.
2. Have character (honesty, fast to learn anything, strong interpersonal skill),
3. Maturity (Self discipline, acceptance of responsibility, ability to think creatively,)
4. Energy (Initiative, enthusiasm),
5. Motivation (Desire for recognition, advancement potential).
6. Available to working at Saturday and Sunday.
7. Available to working Over Time.

## Overview

Accomplished, Senior Marketing professional with online gaming marketing experience, encompassing strategic planning, qualitative & quantitative research, interactive marketing, creative development, media planning & buying, database /direct-marketing, public relations, sales promotion and visual merchandising. with the ability and skill set to provide creative, innovative, enthusiastic and forward-thinking leadership in a team environment. Focused on achieving continuous, improved business performance.

## WORKING EXPERIENCES

- Junior Marketing at Winner Online Co.,Ltd. ( Indonesia ) : September 2011 – October 2011
- Senior Marketing at Winner Online Co.,Ltd. ( Indonesia ) : March 2012 – September 2012
- Marketing Manager at Winner Online Co.,Ltd. ( Indonesia ) : October 2012 – February 2015
- Global Country Manager at Magic Box Asia Co.,Ltd. ( Thailand ) : May 2015 - Present

### Winner Online Co.,Ltd ( [www.winner.co.th](http://www.winner.co.th) )

Established in 2003 in Thailand, Winner Online Co., Ltd. started with 3 online games on a Free to Play basis and had since gain reputation as a leading online game publisher. Winner Online Co., Ltd and its developer work hand in hand to ensure that we deliver top notch gaming services to the gamers and had invested huge efforts in every aspects from management, marketing and game localization to game services. Winner Online Co., Ltd is now the leading online game company in Thailand successfully publishing more than 20 exciting online games.

Winner Online is now the leading Games portal for Online Games and Free To Play MMORPG in various languages. Winner Online is now spanning across 4 other countries in the South East Asia namely Indonesia, Malaysia, Singapore and Taiwan, and is now expanding into Australia. Winner Online would like to share the joy of e-entertainment to other gamers in the region by publishing many more exciting and fascinating FREE online games in other parts of Asia.

### Magic Box Asia Co.,Ltd ( [www.magicboxasia.com](http://www.magicboxasia.com) )

MagicBox Asia focuses on publishing the most entertaining games from all around the world. We are especially careful in our game selection processes to find entertaining games and rolling them out in the most efficient ways possible.

The team brings their experiences from their award-winning game development background along side with expertise in digital products to revolutionize the mobile game publishing business in South-East Asia,

## Duties

### **Marketing Manager at Winner Online Co.,Ltd**

- Monitor and Analyze Product KPI to ensure Product's Performance Stability.
- Manage Product direction and strategy to enhance product KPIs with operational plan with execution.
- Plan and Organize Online and Offline Product Promotion Event to enhance KPI.
- Lead a Marketing Team and Planner team of 17 members.
- Working Closely with Local Media in Indonesia.
- Responsible for profitability, revenue, and quality of work.
- Approving Budgets and operating annual detailed plans to achieve quarterly KPIs.

### **Global Country Manager at Magic Box Asia Co.Ltd**

- Responsible for profitability, revenue, and quality of work.
- Approving Budgets and operating annual detailed plans to achieve quarterly KPIs.
- Recruiting and managing of staff, including performance monitoring, training and guidance.
- Planning and Developing Marketing Strategy.
- Successfully generated sale at \$5 million within 6 Month.
- Monitor and evaluate marketing activities to ensure maximum performance.
- Lead a Marketing team of 29 members.
- Working closely with Local Gaming Media in Overseas and Global ads network.
- Traveling to Vietnam, Singapore, Malaysia, Philippines, and Indonesia to learned local Mobile Game Market.

### **International Exhibition Experience**

- China Joy 2014 ( China )
- Thailand Game Show 2014 ( Thailand )
- Indonesia Game Show 2014 ( Indonesia )
- G-Star Game Show 2014 ( Korea )
- China Joy 2015 ( China )
- Thailand Big Game Show 2015 ( Thailand )
- China Joy 2015 ( China )
- Tokyo Game Show 2015 ( Japan )
- G-Star Game Show 2015 ( Korea )
- Casual Connect Singapore 2016 ( Singapore )

### **Game Project at Magicbox Asia Co.,Ltd( Thailand )**

- Dragon Ace (SEA)
- Buster Blitz ( SEA)
- Khun Tong Daeng (SEA)

**Game Project At Winner Online Co.,Ltd**

- Client and Web Based Game
  - Xshot ( ID )
  - Bubble Ninja ( ID )
  - Eden Online (ID )
  - Poker Hitz ( SEA )
  - Poker Rich ( SEA )
  - Daybreak ( ID )
- Mobile game Project
  - Duar Duar ( ID )
  - Dragonvian ( SEA )

**SKILLS/CAPABILITY**

1. Microsoft Office Products,
2. Photoshop.
3. Social media.
4. Facebook ads, Google ads , Affiliate marketing
5. Public Speaking.
6. Analytics.
7. Marketing and sales.

**TRAININGS**

- Marketing Manager (ID) , WINNER ONLINE CO.LTD ., Bangkok Thailand,  
October 2012 – December 2012

I declare that all the information given in these Curriculum Vitae is true and correct.