

Yodi Putra

Product Manager at Sonar Platform

odie.putra@gmail.com

Summary

I have experiences in the marketing, public relations, event organizer and media industries.

I am an individual who can work independently and collaborating with team, eager to learn new thing with communication and interpersonal skills. I possess integrity, loyalty and professional ethic. Well organized and detail oriented. I am also eager to accept challenge and enjoy working in fast pace environment and meeting new people.

Experience

Product Manager at Sonar Platform

September 2015 - Present (10 months)

Sonar is a social and digital media monitoring and analytics platform that focuses on local content, delivering enriched metrics in a way anyone can understand.

Sonar offers a unique and comparative approach in social media monitoring and analytics, providing direct and straightforward insights into what's and what's not working with you and your competitors digital campaigns and social media media impact. Sonar has the capability to analyze sentiment in English, Bahasa Indonesia, Tagalog and Arabic using modified NLP (Natural Language Processing) methods with over 2TBs in trained social data delivering up to 70% accuracy.

Founder & Business Development at HiBRID CREATIVE DIGITAL AGENCY

July 2014 - June 2015 (1 year)

HiBRID are Creative Digital Studio base in Jakarta, we are small team but we have more guts to make our better future.

We know about The Indonesian UI / UX, so they will be able to have a good grip about your Brand. Also we have 10% more commitment to understand you and we will be able to serve more with them.

We haven't won any single award, and we haven't any International Clients (Not yet). But we believe, our LOVE with digitals and our SKILLS with creatives will bring MAGIC to your company and together we will make our better future.

Founder & Business Development at DreamTwo Wedding Organizer & Planner

September 2012 - February 2015 (2 years 6 months)

Wedding Organizer & Wedding Planner

Consultation, Decoration and Arrange Event based on our client dream. We work as your bestfriend!

Low Budget on Your Wedding? No Worries..

Founder & Business Development at Dream Event

September 2013 - December 2014 (1 year 4 months)

We plan, build & organize your event. For your Brand Campaign and Marketing Objective.

Our service are :

1. Create Marketing Planning
2. Budgeting your event
3. Build, create & design your booth on venue,
4. Organize your SPG & SPB on your event.
5. Organize & Maintenance your event campaign.
- 6, Maintenance your database & build community from your report event.

WE WORK AS YOUR BESTFRIEND.

Business Development at Erasys Consulting

December 2013 - June 2014 (7 months)

Small Agency Big Results!

Big In Digital is a boutique digital agency based in Jakarta Indonesia with a passion in merging technology and creativity as a solution.

We have a spectrum of clients ranging from Banking, FMCG, Services to Oil & Gas industries.

Strategic Planner at Endee Communications

November 2012 - March 2013 (5 months)

Build Marketing Plan for clients, Above The Line and Below The Line Marketing Strategic

Cross Mobile, Sinyoku, Advan, Terry Palmer, Sambal Uleg, and Das Glueck are our clients.

Co-Founder Business Development & Finance at Lollipop Magazine

October 2012 - January 2013 (4 months)

Lollipop Magazine adalah Majalah Remaja terbit bulanan
berisikan informasi terbaru dan seru dari
kehidupan remaja yang aktif, dinamis,

ceria, dan menyenangkan. Dikemas dengan gaya bahasa yang ringan, mudah dimengerti, dan dekat dengan pembaca. Visual LolliPOP tampil penuh warna, menarik, dan menyegarkan.

Marketing at PT Femalindo Media Sejahtera

May 2012 - October 2012 (6 months)

* Offering Brand to advertise in Magazine with Full Page Ads or Gimmick or Product Sampling and make plan for their Campaign on Sister Magazine such as advertise in Fashion Spread, Info Product, Snap Shot etc.

*Offering Brand to advertise in Digital Version of Female, Sister & MyTrip Magazine with promo in Web Version of Sister Magazine & Posting on Facebook Fans Page and Twitter of Female, Sister & MyTrip Magazine. and also their interactive media.

Marketing, Event & Media Relation at PT Ayoklik Indonesia

December 2010 - May 2012 (1 year 6 months)

* Offering Brand to build campaign on www.urbanesia.com with advertise in Urban's Note, Business Profile, Urpoint Store

* Make Partnership with another media such as Radio, Magazine and another Online Media, for branding www.urbanesia.com

* Make Partnership with Promotor of Concert and another Event for a ticket & branding www.urbanesia.com and also help them promotion on www.urbanesia.com with Urban's Note, Event Profile, Banner Ads, and Social Media Support with Facebook & Twitter of urbanesia.

*Offering Brand for advertise on www.urbanesia.com with Banner Ads and Urban's Note

*With Editor, build a Trendsca for marketing campaign urbanesia.

Account Executive at JobsDB.com

January 2010 - December 2010 (1 year)

Organizations

Youth Community GKI Kebayoran Baru

Head of Field 2 Youth Community

May 2012 to 2014

i am manage :

1. Youth Bulletin
 2. Acting Group
 3. Movement of natural lovers
-

Skills & Expertise

Creative Strategy
Event Planning
Coordinating Events
Digital Marketing
Advertising
Media Relations
Marketing Communications
Offline Marketing
Marketing Strategy
Wedding Planning
Social Media
Social Media Marketing
Digital Strategy
Strategic Communications
Entertainment
Public Relations
Corporate Branding
Marketing Management
Magazines
Marketing
Digital Media
Strategy
Integrated Marketing
New Media

Education

STIKOM ITKP

Bachelor of Commerce (B.Com.), Advertising, 2012 - 2017

Pangudi Luhur

2002 - 2005

Interests

Art, Drama, Theater, Movies

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4 people have recommended Yodi

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— **Aegis Tan**, was Yodi's client

"He is the one that I know as a committed hard worker and has a very good communication skill."

— **Prita Desiderinia**, was with another company when working with Yodi at DreamTwo Wedding Organizer & Planner

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— **Fabiola AS**, was Yodi's client

"I've known Odi (his nickname at school) when we went to the same high school. He is a fun person with an easy going attitude. He knows how to put himself in every situation. His flexibility will surely give him advantage in work related, especially when starting and doing own business. Hey, by the way, happy belated birthday bro! Jesus bless you abundantly!"

— **Ariyo Arismunandar**, studied with Yodi at Pangudi Luhur

[Contact Yodi on LinkedIn](#)