Jl. KH Ahmad Dahlan No. 3 Pancor

Lombok Timur, Nusa Tenggara Barat

Mobile : 081 777 6086

E-mail : karimabdul79@gmail.com

5 Januari 2016

**Human Resources Departement**

Dear Sir or Madam,

According information from jbhired.co.id**,** I Would like to apply for the position as **……….**

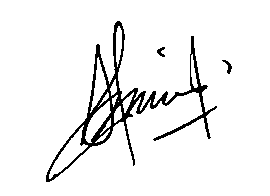
I am Thirty Sixth years of age. Graduated from University of Mataram, faculty of economic. Able to communicate in English in oral as in written, able to operate a computer up to the latest software, willing to travel, willing to work hard, trust-worthy, high motivated, able to to work in a team and independently as well.

As you can see from my curriculum vitae, I have an experience as a *Head of Marketing Strategy & Communication* in **PT. Berca Hardaya Perkasa** (2015-now), as a *Director* in Local Government Enterprises (BUMD) **PT Lombok Tengah Bersatu** (2014-2015), as a *Head of Public Relation & communication* in **Prolind Group (Polygon)** (2012-2013), as a *Digital* *Content Creation manager* in **PT. Dentsu Media Group Indonesia** (Oct 2010 – 2012), as a *Specialist* *Marketing Communications –Event & Sponsorship* in **PT. XL Axiata, Tbk** (March 2006 – Juni 2010),as a *Sales &* *Promotion Officer* (Spv) *area* *Bali & NTB in* **PT. Bentoel Prima, Tbk** (Jan 2003 – 2005) and as a *Pediatric Care Specialist area Jakarta* in **PT. Medifarma Lab. Inc** (2002).

I am very much interested in this position, which suites best my educational background and my experience, therefore, I would be very pleased if I could join and get more involved at your company.

Please let me know if there is any further information that you require. I am looking forward to your reply when possible.

Sincerely yours,



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Abdul Karim

Enclosures : Photo

Curriculum Vitae

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CURRICULUM VITAE

Name : **Abdul Karim**

Address : Jl. KH Ahmad Dahlan No. 3 Pancor

Lombok Timur, Nusa Tenggara Barat

Mobile : 081 777 6086

E-mail : karimabdul79@gmail.com

Personal Identity :

Age : 36 years

Gender : Male

Date of Birth : August 31, 1979

Weight : 65 Kg

Height : 175 Cm

Religion : Moslem

Citizenship : Indonesia

Language : English, Indonesian

Hobbies : Reading, Traveling

Education :

1. Graduated from University of Mataram, Faculty of Economic
2. Graduated from SMUN 31 Jakarta

Training :

1. Integrated Marketing Communication organize by MIM
2. Below The Line Activity organize by One Asia – Jakarta

2007 High Impact Presentation organize by Dale Carnegie - Jakarta

2008 Marketing Specialist Program (Short Course) organize by MIM

Working Experience :

2015-now *Head of Marketing Strategy & Communication* in **PT. Berca Hardayaperkasa** Responsible for corporate branding programs which include strategy development, program implementation and evaluation, and budgetary control in the areas of digital program, social media, web activity, advertising, promotion, customer event, customer retention program, customer relation (Call Center), media relation and media communication. Reporting to Chief Operating Officer (COO), main product Berca Hardayaperkasa is hinet 4G LTE. hinet Broadband Wireless Access freq 2.300 Mhz wide 30 Mhz Website www.berca.co.id or [www.hinet.co.id](http://www.hinet.co.id)

2014-2015 *Director Marketing & Operational in Local Government Enterprises (BUMD)* **PT Lombok Tengah Bersatu** Arrange all product & activities Lombok Tengah Government Enterprises in Mining, Property, Agro, Tourism, etc

2012-2013 Working as *Head of Public Relation & Communication* in **Prolind Group (Polygon)** Responsible for corporate branding programs which include strategy development, program implementation and evaluation, and budgetary control in the areas of digital program, social media, web activity, advertising, promotion, customer event, customer retention program, customer relation (Call Center), media relation and media communication.

2010 - 2012 Working as *Digital* *Content Creation Manager* in **PT Dentsu Media Group Indonesia**.

Planing, Organizing, Actuating, Controlling & Evaluating Program Apps (Digital & Mobile), develop strategy brand activation/event for support revenue & image client, Develop Strategy for OOH (Out Of Home).

My Client : PT. Indosat, Tbk, Garuda Indonesia, Tempo Scan, Suzuki, Panazonic, Sharp, Biore etc

My Brand : Anime Festival Asia, JKT48

2006 – 2010 Working as *Specialist* *Marketing Communications –Event & Sponsorship* in **PT. XL Axiata, Tbk**. Develop & execute national project/programs

2003-2005 Working as *Promotion* *Officer (SPV)* in **PT. Bentoel Prima, Tbk**

Assist Area Manager Bali & NTB to execute and supervise projects/programs for increase sales

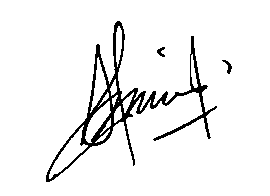
2002 Working as *Pediatric Care Specialist (Promotion)* in **PT. Medifarma Laboratories, Inc Jakarta**

Skills / Special Qualification :

* + Computer up to the latest software
  + Able to communicate in English oral as in written
  + Able to work in a team and independently as well
  + Self Confidence
  + Typist
  + Have a good negotiation

I have certify that all the made by me above in this curriculum vitae are true, complete and correct to best my knowledge and belief.

Sincerely yours,



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Abdul Karim