*****Edho Alhabasya***

***Linked in : edho alhabasya***

***Email : elhabasya@gmail.com***

Attention To:

HR Department

Jakarta

Dear Sir/ Madam,

On this good opportunity, I would like to apply for the position of **Campaign** **Marketing Manager** in your respective company. My name is **Edho Alhabasya**, I am a marketing integrated person, with latest education (2012) Magister Management for Marketing in Trisakti University with GPA 3,65.

My track record was proven by my carrier achievements, and currently I am working as Marketing Manager at The Coffee Bean & Tea Leaf Indonesia a licensing brand from USA. My personality as a hard worker, intsegrated, creative, like challenge, and fast learner type of person would bring benefit to your company.

I would gladly welcome an opportunity to have an interview with you at your convenience. I am looking forward to hearing from you in the near future. Thank you for your consideration and attention.

Sincerely yours,

**Edho Alhabasya**

**Working Experiences**

Official author of XL Center Magazine

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| **Period** | **Position** | **Job Description** |
| September 2015- Present | Marketing Manager The Coffee Bean & Tea Leaf | * Plan marketing and branding objectives. * Expand product solutions and offerings. * Prepare marketing strategies alongside other company executives and staff. * Analyze market trends and recommend changes to marketing and business development strategies based on analysis and feedback. * Prepare and adhere to budgets. * Oversee creation and delivery of press releases, advertisements, and other marketing materials. * Design print ads and publications. * Ensure brand messages are consistent. * Gather and analyze customer insight. * Nurture and enrich all external perceptions of the company and growth of market share. * Engage consumers on social media. * Deepen relationships with all media to ensure the most effective messaging and positioning of the organization. * Lead all areas of content generation and production across all media platforms. * Take calculated risks based on data-driven analytic. * Drive overall CRM and direct marketing. * Engage other organizations within the community. * Collaborate with sales and sourcing to develop strategic partnership activities and implement the execution framework and strategic plan on identified opportunities. * Develop and lead a marketing team that will develop and execute new concepts, business models, channels and partners to position business as innovator and leader. |
| September 2014- September 2015 | Marketing Communication Manager MWW Brands  PT Delami Garment Industries | * Built concept & strategy of brand’s communication in ATL & BTL program * Develop digital marketing for the brands * Responsible for brand images, communication material, and publicity for the brands * Responsible for yearly Look Book photo shoot, brand ambassador selection, and spokes person * Responsible for communication budget and generates income * Coordinate the program with principals in Hongkong & USA * Directly responsible of Social Media, Media & Public Relation, Graphic Design, creative & Production |
| April 2012- September 2014 | Associate Vice President Marketing Communication PT Plaza Lifestyle Prima, fX Sudirman | * Built concept & strategy of internal and external marketing communication * Create and develop digital marketing communication program & strategy * Responsible of Marketing P&L & ROI * Responsible of fX Sudirman brand image * Sales driven and traffic puller * Capture new potential & promising market * Directly responsible of Social Media, Media & Public Relation, Graphic Design, creative & Production |
| February 2010- March 2012 | Communication Manager of Magnifique Creative PR and Marketing Consultant | * Doing the job as PR and Project Management consultant * Built concept & strategy * Client Service * Handling complain * Built client’s ATL & BTL Concept with the team * Talent/ Brand Image Management * ATL & BTL Executions * Develop the strategy in PR & communication division specifically and whole team generally |
| May 2009- February 2010 | PR and Project Management of Magnifique Creative PR and Marketing Consultant | * Media coordination Handling Press release, * Do coordination with the team for press conference, media monitoring, media value count, and maintenance client exposure in media * Handling monthly media value report and yearly whole value and SOV report of exposure * Managing PR, MARKETING and CSR activities, from concept until running the event with team * Build concept of marketing strategy with team * Handle branding activity and collateral |
| March 2009- May 2009 | Media Public relation of Magnifique Creative PR and Marketing Consultant | * Handling press release, ensuring to fill media needs due to client exposure * Maintenance media and client relations * Handling PR administration and collateral |
| April 2009- April 2010 | Official author of XL Center Magazine | * Write and responsible for all contents of XL Center magazine in Indonesia * Interviewing all source due to the content of Magazine |
| December 2007- March 2009 | Front Office Staff of Ciputra Hotel Jakarta | * Handling guest request * Ensure the guest get what they need and delivered properly * Guest phone call billing and posting * Represent the Hotel to the guest |
| March 2001- Jan 2003 | Radio Announcer of SUKA FM, student community Radion in Depok | * Regular announcer for high traffic listener at prime time 6 pm – 9 pm, with best program at the time * Involve in team to creating program |

**Organization Experiences**

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| 2005- present | Member of IKATAN ABANG MPOK KOTA DEPOK |
| 2004- 2006 | President of HIMABARIS, Indraprasta University |
| 2001- 2003 | President of English Club SMU Budi Utomo, Depok |
| 2001- 2002 | Head Division of FINANCE FKPMD |

**Formal Education**

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| Sep 2010- August 2012 | Magister Management Trisakti University, Marketing Program , GPA 3,65 Thesis : Enhance Green Purchase Intention by The Roles of Green Perceived Value, Green Brand Personality, Green Perceived Risk, and Green Trust (Grade A) |
| Sep 2003- August 2007 | Indraprasta University, A accreditation English Language Major, GPA 3, 19 Thesis: Bilingualisme as a Lifestyle Of Living in Jakarta (Grade A) |
| 2000- 2003 | SMA BUDI UTOMO, Depok |
| 1997- 2000 | SMP BUDI UTOMO, Depok |
| 1991- 1997 | SDN Bakti Jaya V, Depok |

**Informal Education**

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| July 18th, 2012 | Gramedia Majalah Hottest Insight of Most Promising Market |
|  | New Wave of Marketing Seminary with Philip Kottler |
| December 13th, 2008 | Writing workshop by Gramedia feat Andrei Aksana and Sitta Karina |
| July 21st- 22nd, 2008 | Agent of Excellence Service Training |
| July 22nd, 2006 | Open Discussions for Student of University |
| September 2006 | Net application, Web Design, and Internet with GOOD Levels |
| September 2006 | Ms. Windows and MS. Office with VERY GOOD Levels |
| December 17th, 2006 | Technology Information Seminary |
| June 25th, 2005 | English Learning Strategies |
| June 2003 | General English with ADVANCE Levels |
| March 2003 | IT for Globalization by LP3i |
| July 2000- June 2003 | Computer Course for General program |

**Achievements**

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| July 2008 | Agent Of Execellence Service Hotel Ciputra Jakarta |
| November 2008 | Our Priority is You, Bronze Team by Swiss Belhotel Internasional |
| July 2005 | Finalist Abang Depok |
| February 2003 | Best Speaker for High School Debate Contest in Depok |
| February 2003 | Runner up team for High School Debate Contest In Depok |
| June 2002- July 2003 | High School Ambassador |
| 2000- 2003 | Three times Winner for SMU Budi Utomo English Speech Contest |

**Interpersonal Skills**

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| **Skill** | **Capability** | **Grade** |
| Foreign Language | English, oral and written | GOOD |
| Computer & internet | MS office 2011, adobe, internet, and outlook | GOOD |
| Communication | Good communication skill for business approach | GOOD |

**Personal Details**

Nick Name : Edho

Full Name : Edho Alhabasya

Age :30 y.o

Place, Date of Birth : Jakarta, March 29th, 1985

Marital Status : Married

Education : Magister Management

Religion : Islam

Height : 170 cm

Weight : 60 kg

Blood type : A

Hobby & Interest : Running, Writing, Culture, history, art & design, Culinary, Movie, Jazz, Gym, and Travelling

Linked In Account : Edho Alhabasya

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