

EDUCATION

2001-2004
Padjadjaran University, Jatinangor
Majoring Advertising (D3)

2005-2009
Padjadjaran University, Bandung
Majoring Journalistic (S1)

EXPERIENCE

[2008 - 2011] CREASIONBRAND, Bandung
Creative Director/ Copywriter

[2012] TELKOM INDONESIA, Bandung
Editor

[2012 - now] MNC Group, Jakarta
Copywriter

SOFTWARE

Adobe Photoshop
Corel Draw
Microsoft Office

SKILLS

Copywriting for promotional tools
(print ads, radio ads, TVC, billboard)

Copywriting for web
(banner ads, web content, e-news, e-flyer)

Copywriting for corporate solutions
(company profile, newsletter, annual report)

Editorial writing
(news writing, articles, advertorial/ editorial)

INTEREST

Design, art, music, photography,
computer, games, and writing.

ABOUT ME

Has a background as the science
of communication with specialization
in advertising and journalism.

Fell in love with creative worlds & spend
most of his career as a copywriter.

Motivated to be a successful and
dependable person; want to be better
than others, responsible, and always
open to learning new things.

aditya komara

Male, July 31st 1983

Jl Bola Volley No. 22
Bandung 40293
0812 217 2797
rk.aditya@gmail.com

PROJECTS

MNC GROUP «

Apr 2012 - now

JOB DESCRIPTION

Create & develop promotional copy/ script for all MNC Group's unit businesses.

CLIENTS & PROJECT

Financial Clients:

MNC Securities: TVC, video profile, print ad
MNC Life: TVC, print ad, radio ad
MNC Asset Management: TVC
MNC Insurance: TVC, print ad
MNC Finance: TVC

Corporate Clients:

Video Profile MNC Media 2013
MNC Corporation: Video profile, CSR poster
Miss World 2013 events: TVC, print ad
TVC Jalinan Kasih RCTI

Media Clients:

WeChat: TVC, radio ad
okezone.com: TVC
Bima Satria Garuda toys TVC
MNC SHOP: TVC, print ad

Political Clients:

Nasdem: TVC, print ad, radio ad
TVC Cagub DKI Jakarta 2013 Alex-Nono

» TELKOM INDONESIA

Feb - Apr 2012

JOB DESCRIPTION

- ✓ Editing news from contributors all over Indonesia for internal news portal of Telkom Indonesia.
- ✓ Writes editorial for Telkom Indonesia's news portal.

» CREASIONBRAND

Sept 2008 - Nov 2011

JOB DESCRIPTION

Leads creative division; develop creative/ communication concept; create copy for promotional contents.

CLIENTS & PROJECT

Corporate Clients:

- PT Sinar Continental: tagline, internal media branding, jingle/ corporate theme song, e-newsletter, corporate values guidebook.
- PT Monex Investindo Futures: print ad, flyer, billboard, corporate bulletin.
- PT Bio Farma: print ad, advertorial, bulletin board
- Takaful Indonesia: annual report 2009.
- Bank BNP: annual report 2008 design concept.

Retail Clients:

- Bunga Accessories: free bulletin (Flo's Pocketbook), promotional tools (print ad, flyer, signage).
- Jonas Photo: print ad, flyer/ poster, internal media branding, advertorial/ press release.
- Eqlips Family Karaoke (WG Group): New brand's concept, banner, flyer.
- Jodamo Group (Factory Outlet): logo design, web content for Brands United.



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