

Afifah

JL.Kebon Nanas Utara No. 08
Rt.010/007 Jakarta Timur
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CURRICULUM VITAE



PERSONAL DATA

Name : Afifah
Place, Date of birth : Jakarta, September 14th 1987
Age : 28 Years
Sex : Female
Marital Status : Single
Nationality : Indonesian
Religion : Moslem
Weight / height : 45 kg/ 160 cm
Hobbies : Listening to the music, traveling, tracking, snorkeling, swimming

WORKING EXPERIENCE

WORK EXPERIENCE			
Position	Name of Company	Period	Job Location
Account Executive	DWISAPTA IMC	Juni 2015 until now	Jakarta
Account Executive	PT. Asia Media Prisma (Buying Radio ARN)	Juni 2014 until Juni 2015	Jakarta
Account Executive & Junior Media Planner	PT. Mediate Indonesia (MNC Group)	Feb 2012 until April 2014	Jakarta
Account Executive	PT. Brave & Ocean (Creative Agency)	Jan 2011 until Jan 2012	Jakarta
Business Marketing	PT. Jalatama Artha Berjangka	Jan 2010 until Des 2010	Jakarta
Account Executive	PT. Transformasi Indonesia (TRANS TV)	Agust 2008 until Sep 2009	Jakarta

WORK DESCRIPTION

WORK DESCRIPTION		
Position	Duties & Contribution	Competencies
Account Executive : FIESTA WHITE TEA (RTD), COOLANT & SOFFELL.	<ul style="list-style-type: none"> - brainstorming dengan strategic plann & creative untuk semua campaign ATL & BTL - membuat contact report agar tidak ada yang miss communication saat pengerjaan campaign - Supervisi saat brand campaign (ATL & BTL) - membuat preview competitor 	<ul style="list-style-type: none"> - Presentation reporting - Monitoring copy tayang
Account Executive : JNE, Mobil 123.com, Bernofarm, Agency OMD, Agency MEC, PROTON, Lotte Mart, Agency ARENA.	<ul style="list-style-type: none"> - Appoitment to client - Schedulling campaign to client - Reporting & Updating to Client 	<ul style="list-style-type: none"> - Presentation Skill - Monitoring & Reporting
Junior Media Planner Handling : PROTON, MNC LAND, OILUM, VIVO CONDOM , Total 4 and So on	<ul style="list-style-type: none"> - Media Plann (TV, Radio, Digital, Magazine, Newspaper) - Media Monitoring 	<ul style="list-style-type: none"> - Media Reviews - Media Recomment - Media Planning & Schedulling - Monitoring & Reporting - Negotiation Skill
Account Executive : SANKEN, Biolysin, Kementerian Pariwisata, Shimizu, Bank BTN, Healtimie, cololite	<ul style="list-style-type: none"> - Morning call from client existing or new business - Appoitment - Media Plan (Print &Radio) detail & schedulling - Media Monitoring - Reporting & Updating to Client 	<ul style="list-style-type: none"> - Media Planning & Schedulling - Monitoring & Reporting - Presentation Skill

Personal Description

I am hard worker, high integrity, energetic, self motivated, good personality, and able to work individually as well as work in team.

Formal Education

FORMAL EDUCATION					
School	From - To	Name of School	Location of School	Major	GPA
Bachelor	2005 – 2010	UPI Y.A.I	West Jakarta	Public Relation	3.00
<u>Senior High School</u>	2002 - 2005	SMA Muhammadiyah 4	West Jakarta	Science	
<u>Junior High School</u>	1999 - 2002	SLTPN 36	West Jakarta	-	
<u>Elementary School</u>	1993 - 1999	SDN 04	West Jakarta	-	

Training & Participant of :

- (2013) Training Nielsen Software (Adquest & IMS), at Nielsen
- (2010) Microsoft in “Microsoft Office 2007 Power User Training” (Certificated)