



## RESUME

### Contact Information

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Blog : <http://omith.blogspot.com>  
Interest : Photograph, travelling, culinary

### Personal Information

Date of birth : October, 13<sup>th</sup> 1979  
Place of birth : Surabaya  
Citizenship : Indonesian  
Gender : Female  
Status : Married

### SUMMARY :

Seven years' as Key Account in various companies. Direct experience included marketing communication and secretaries' board to director; client service at agency advertising and digital agency. Supervised department and directed successful efforts of marketing communication to handle various press conference, event organizer both of online or offline event. Familiar handle various client to bargaining negotiation. Handle blogger's communities in Indonesia. Internet savvy and passion on social media.

## EXPERIENCE:

August 2014      Sr Digital Account Executive

Until Now        Id Blog Network ([www.idblognetwork.com](http://www.idblognetwork.com))

- End-to-end Key Account Management including client servicing, organic growth, project management, implementation & reporting
- Support campaign brand from digital agency to increase audience in social media such as twitter, facebook, instagram, path.
- Maintenance client and drive campaign until reach the KPI
- Develop campaign brand at on line and off line event with blogger as the target audience
- Develop and maximise third party relationships and collaborative partnerships to deliver on brand objectives and strategies.
- Offering all service Id Blog Network ( Media Placement, Buzzer Management, Event Organizer, Social Media Management) to prospect client digital agency.
- Familiar with CPC(cost per click), CPA(cost per action), CPP (cost per post), CPS(cost per sales), CPT (cost per twit),CPV Banner, CPV Blogging to placement at blogger networking. Arranges blogger to attendance the press conference.

### Out standing Result

- a. Indosat : arranges blogger to come into press conference, CPP, digital activity  
#communityfestival2014 #Selfruit #akudanblog Des 2014
- b. ABC Kecap Black Gold : support CPA (cost per action) for <http://blackgold-recipes.com/>
- c. Axa Insurance : CPA : support video submitted target 3000 video 1 month at September 2014 achieved 3759 video. <https://axa.co.id/untukanakku/starkids/>
- d. Nissan (Datsun cars) : CPA : support participant design datsun cars, target 200 design and achieved 306 design participant. Jan-Feb 2015
- e. WWF : support bloggers to attendance the event #nasibGajah November 2014, CPP, CPT
- f. Garuda Indonesia : Support CPP KOL and artist celebrities to post at their personal blog on November - Desember 2014 theme : Going Umroh comfort flying with Garuda Indonesia
- g. Ponds : support CPA : target 50 photo participant, achieved 149 photo participant during 3 days. On November 27<sup>th</sup> – November 30<sup>th</sup> November 2014
- f. Sunpride : Bloggers Gathering #Fruit4Love at Grand Zuri Hotel Serpong February, 21 2015.  
Post 728 , User 103, Reach 320.062, Impressions 4,946,214
- g. Toyota : #AdrenalineRush #AdrenalineRushGoes2Bali :  
Blog Competitions result : 365 blog participant, 218 post, 40 users, 324,952 reach, 3.062.655 impressions.

March 2013      Account Manager

Until April 2014   D'Brand Digital Adv ( Hotline Advertising Agency)

- Compiling Campaign Report and Competitive Report
- Make a competitive Analysis
- Set up, delivery and optimization of the campaign.
- Work closely with the client in interpreting and understanding the brief.

- Work with the internal team to put forward concepts and ideas in meeting the client's objectives.
- Creating proactive solutions for potential new clients and make recommendations that reflect creative solutions for clients.
- Preparation of proposals, project documentation, project timelines, quotes, invoicing and other project related administrative tasks when required.
- Conduct market research to determine market requirements for existing and future products
- Monitor, review and report on all marketing activity and results
- Determine and manage the marketing budget
- Deliver marketing activity within agreed budget
- Develop pricing strategy
- Supervision AE about client reports, contact report & monitoring the effectiveness of campaigns
- Liaison with media and advertising

Out standing  
Result

Slankers.tv : create facebook fan pages slankers tv (community fans of Slank Band)  
Client : Bukrim, Smartfren (placement ads on Slankers.TV) booking CPC and create digital activities

October '09 Sr. Account Executive

October '10 Business Development

Until Sep'11 Biru Advertising / Biru Communication (Local agency)

Liaising with, and acting as the link between, the client and advertising agency by maintaining regular contact with both, ensuring that communication flows effectively .

Meeting & liaising with clients to discuss and identify their advertising requirements.

Brief creative and media department and assisting them with the formulation of marketing strategies.

controlling AE for presenting creative work to clients for approval or adjustments;

Supervision AE about client reports, contact report & monitoring the effectiveness of campaigns

Prepare 'pitches', along with other agency senior, to try to win new business for the agency.

Establish annual marketing communication strategic plan (including ATL/BTL,Event, PR) to support the achievement of company targets and division targets.

Develop optimal strategy of co-branding between company and party vendor in order to achieve department targets. Direct and monitor the implementation of department strategic plan to ensure

activities are in line with the plan and company policy and procedure .

#### Achieving

client :

- a. Chevrolet (PT.General Motor) : TVC, Print Ad, manages placement on TV and Print Ad,
- b. Viar motor (PT.Triangle Motorindo) : create TVC, manages placement on TV
- c. BNI Syariah : Print Ad, manages placement on Print Ad, Design all promotion print ad, Placement Radio Ad
- d. Siantar Top (snack) : create TVC, manages placement on TV
- e. Polygon cycle : create TVC
- f. Sanken Electronic: manages placement print ads

#### Formal Education

- 2007 to present Marketing Communication at Mercubuana University Jakarta
- 1999-2003 Diploma Tourism at Airlangga University Surabaya
- 1995-1998 SMU Negeri 11 Surabaya
- 1992-1995 SMP Negeri 33 Surabaya
- 1986-1992 SD Negeri Simo Mulyo II /99 Surabaya
- Informal Education
- 2000-2002 YPIA English Course in Surabaya
- 2000 Trainee of table manner
- 2005 Trainee of fire fighting

#### Organizational Activities :

- a. Join Blogger community of Bundaran Hotel Indonesia (<http://b-h-i.blogspot.com>) as Marketing Communication
  - Create activity of "Bloggers For Bangsari" in 2007-2008 , <http://bloggersforbangsari.blogspot.com>
  - Create activity of " 1000 buku" in 2008, <http://1000buku.dagdiqduq.com>
- b. Join environment community Green Map Jakarta <http://greenmap.or.id> or <http://petahijau.wordpress.com> as Media Relation

#### Participated on Seminar:

- a. Advertising's Rollercoaster (Change is a Must!) organized by Adv & Mar com Students Association Faculty of Communication Mercu Buana University in 2008
- b. Sharpening Your Online Public Relations Strategy organized by SWA, MIX interactive and Virtual Consulting in March 2009
- c. The Story Behind The Brand "Simple Idea Big Impact" organized by Adv & Mar com Students Association Faculty of Communication Mercu Buana University in July 2009

Result concept and supervisions about the product: