

Kreshna Bayu Aji

March 25th 1987

Komp. Kunciran mas Permai Jl. Nuri I A/79 Tangerang

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Formal Education

2005 - 2012	Student at Bina Nusantara University - Jakarta Majoring: Management - Marketing (GPA: 2,78)
2002 - 2005	SMU Negeri 3 Setiabudi, Jakarta
1999 - 2002	SLTP negeri 11, South Jakarta
1996 - 1997	SD Budi Luhur, Tangerang

Informal Education

Field	Institution	City	Year	Duration
General English	English First	Jakarta	2003	2 years
English For Business	English First	Jakarta	2013	On Going

Skills

1. Interpersonal Skill

- Good communication skill
- Managing schedules
- Learning new things
- Able to work as team or independently and a hard worker

2. Technical Skill

- Able to operate Microsoft Office, Open Office, Internet, and Email
 - Good in English both written and oral
 - Social Media Management Tools
 - Video Production Management
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Work Experiences

1. Company Name : PT. Tequila Digital Indonesia

Company Address : Mulia Business Park, T/Garden, Jl. MT Haryono Kav. 58-60.

Main Business : Digital Media Agency

Position : Account Manager, Period : May 2014 - Now

Job Description : - Handling and managing all Tequila Digital account
- Creating Digital Media Planning for all account
- Responsible for all campaign & project report
- Managing social media & creative team for all campaign in Digital Media

2. Company Name : PT. Group M Interaction (WPP Company)

Company Address : Tempo Scan Tower, Level 23rd , Jl. HR Rasuna Said Kav 3-4

Main Business : Digital Media Agency

Position : Account Manager, Period : June 2013 – April 2014

Job Description : - Handle L'Oreal Paris & HSBC Digital Account
- Creating Digital Media Planning for HSBC
- Responsible for all campaign & project report
- Managing social media & creative team for all campaign in Digital Media

3. Company Name : PT. Octovate Group Asia

Company Address : Jl. Letjen Soepeno No.34, Jakarta 12210

Main Business : Home for Creative Entrepreneurs

Position : Business Executive for CEO, Period: May 2012 – May 2013

Job Description : - Representative for Octovate CEO
- Engaging all Partners in Octovate Group

- Handling a few digital Project, such as :
 - A. Wishkoo.com (Digital Marketing & Community Relation)
 - B. Fimelashop.com (General Affairs)
 - C. DamnILoveIndonesia.com (MarComm+ Community Relation)
 - D. Sooperboy.com (MarComm + Community Relation)

4. Company Name : PT. Project Eden (Under Management of PT Octovate Group Asia)
 Company Address : Jl. Penataran No. 9, Jakarta Pusat
 Main Business : Digital Investment Company (Incubator)
 Position : Business Operation Executive , Period: Sept 2011 – May 2012
 Job Description : - Selecting Startup Business Plan Proposal
 - Daily Operation (General Affairs)
 - Managing 3 Incubated Startups (Telunjuk.com, Spotdokter.com & GlassFingers)
 - Planning & Executing those 3 Startups Grand Launch
 - Social Media Management (Twitter, FB, Forums)

5. Company Name : PT Media X Asia
 Company Address : Jl. Aipda KS Tubun 2C No.8, Jakarta Barat 11410
 Main Business : Digital Publisher Manager
 Position : Key Account Officer , Period: May 2011 – August 2011
 Job Description : - Creating Media Plan (Concept, Budgeting, Media Order, Insertion Order, Execution and Report)
 - Handle Several Client (Adidas, Gajah Tunggal, ZED Group, Pigeon Teen, LA Lights, Djarum)

6. Company Name : PT. Onehub Solution (Lewatmana.Com)
 Company Address : Kebon Jeruk Business Park, Blok E1-17, Jakarta Barat
 Main Business : Online Media (Traffic Information)
 Position : Account Manager, Period: September 2010 – May 2011
 Job Description : - Running Main Business Plan
 - Handle All Lewatmana.Com Partners & Client
 - Create basic Proposal for prospecting clients
 - Creating Media Plan (Concept, Budgeting, Media Order,

Insertion Order, Execution and Report)

7. Company Name : Tree House Creative

Company Address : Jl. Mampang Prapatan 4 No. 73, Jakarta Selatan.

Main Business : Production House, Period: May 2010 – August 2010

Position : Line Producer (Part Time)

Job Description : - Create project plan for several video clip shooting
(Budgeting, Production order, post production process)
- Prospecting new client

8. Company Name : Pisang Hijau Production

Company Address : Apartment permata executive, Jl. Pos Pengumben Raya
Jakarta Barat.

Main Business : Production House, Period: Desember 2009 – April 2009

Position : Business Manager (Part Time)

Job Description : - Made a whole plan for developing the business
- Create project plan for several video clip shooting
(Budgeting, Production order, post production process)
- Prospecting new client
- Made Monthly report for whole business
- Manage all pisang hijau production project

9. Company Name : PT QB Youth

Company Address : Jl. Buncit Persada, Mampang, Jakarta Selatan

Main Business : Content Provider, Period: July 2009 – December 2009

Position : Marketing Executive (Part Time)

Job Description : - Create project plan for several video clip shooting
(Budgeting, Production order, post production process)
- Prospecting new client
- Create basic proposal for new client
- Developing marketing plan for PT QB Youth

Organization experiences

1. Associate For Startup Lokal Community (Feb 2011 – May 2013)
 - Event Organizer for each Meet up since March 2011
 - MC for each Meet Up
 - Business Development for Startup
 - Client Services
2. Head Of Board Alumni Student Committee of SMU N 3 (2007 – Now)
3. Chairman for Bina Nusantara Softball Club (2006 – 2008)
4. Chairman for Student Committee at SMU N 3 (2004 - 2005)