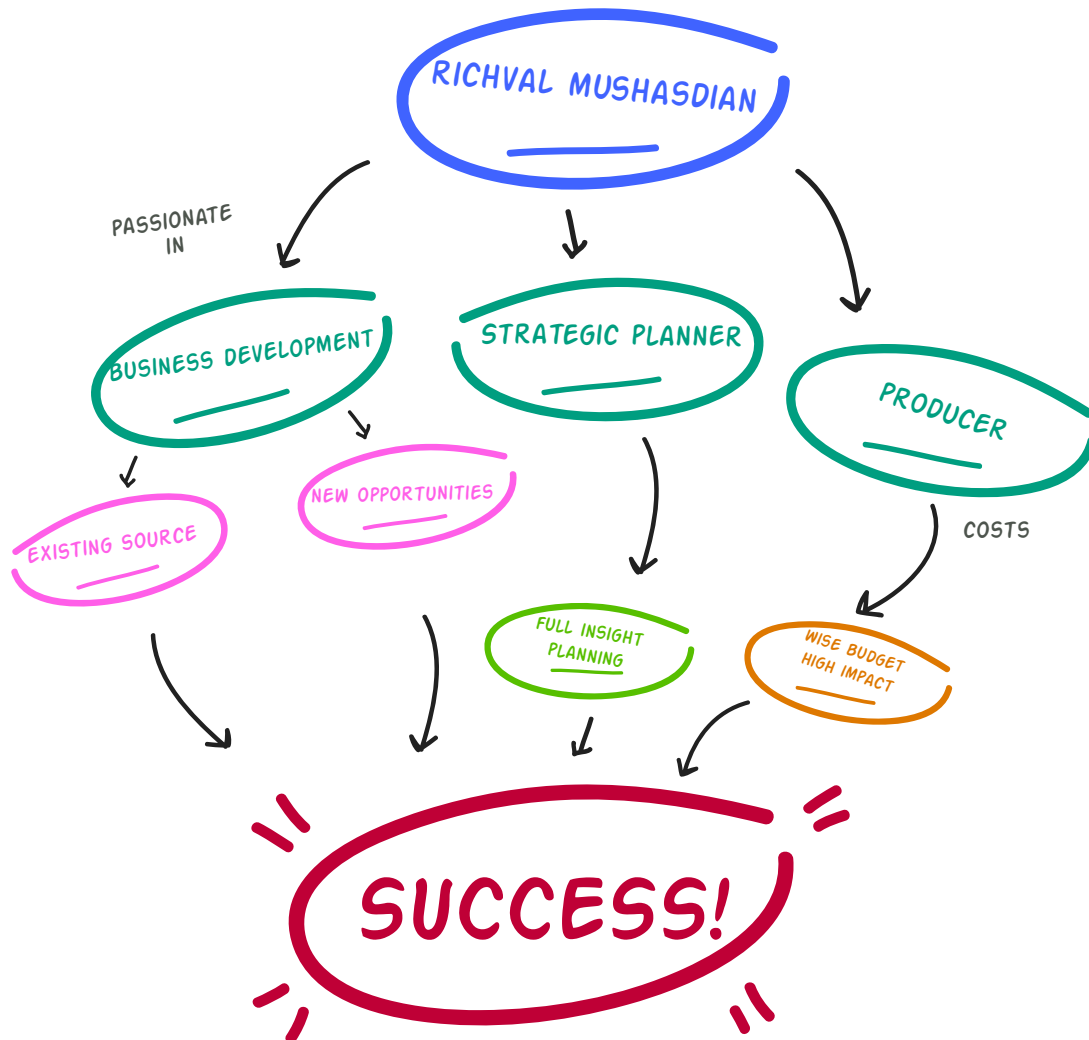


# RICHVAL MUSHASDIAN CURRICULUM VITAE 2015



Born in 1984, who's passionate in every sections in communications supported by Public Relations study background. Successful for 8 years experiences in agency's business development, client service, and producer. Managed many range of projects from across industries such as Banking, Insurance, Property, FMCG, Energy, Automotive, Hospitality, Fashion and Institutions in branding, advertising, public relations, activation, and digital. Fast learner, analitics thinker in problem solving, self motivated, goal oriented, good team work player. Good in bahasa for speaking and writing, fair in english both writing and speaking, high commitment on work and task, and also able to work under pressure to achieve a maximum result is the objective.

S U M M A R Y 2015

# RACH Yellowlab Graphics

B U S I N E S S D E V E L O P M E N T  
A C C O U N T E X E C U T I V E  
P R O D U C E R

M U S H A S D I A N 2 0 0 7 M I D 2 0 0 9

I decided to start my career when i was in internship phase at my college in middle of 2006.

Luckily in early 2007 I accepted to worked in a small creative design company called **YellowLab Graphics** as an entry level **Business Development staff**. In my early resposibility in YellowLab Graphics was to promoted the company's services to the propect clients and handled their on going projects. My first project was to assisted the Business Development Manager to handled **Coca-Cola's** video presentation. In the next one month later I trusted to be a producer in **Setiabudi Recidences** Apartment's video promotion. Shortly in YellowLab Graphics I handled many projects as Business Development by won accounts from **Roman Ceramics** video sales project, **Unilever's** CSR video presentation project, **Admiralty Residences's** series print ad for 1 year, and **Astro's** TVC projects. As a client service & producer, I handled the **Makarim & Taira S** rebranding, the Saatchi LAB's motion graphics TVCs and video promotion production for **Bank BNI's** credit cards, The **British Council's** printed and video company profile, the **Balikpapan Regency's** video promotion, **Grand Depok City's** TVC and video promotion (by chance I wrote the copywriting in TVC), the **Badan Rekonstruksi dan Rekonsiliasi (BRR) Aceh-Nias's** video presentation which to presented in UN General Assembly, the first of **Commonwealth Bank** World Class Women Tennis's TVC, the 2007 **Tokio Marine's** Annual Reports, the **RCA** instant cements video promotion, the **Shell's** Gas Station online ad and the **TAKA** paint's interactive for the last project.

Beside developed the company's business, I was responsible to analized the client needs for their project. I did a small research like market survey, competitors analysis and monitoring, desktop reseach, corporate culture's analysis (for Makarim & Taira S rebranding), and also managed audio visual dan printing production for 2 and a half years, and the agency gain their successful in revenue section which rise year by year.

S U M M A R Y 2 0 1 5

# RICH MASHAL Magenta Communications

M U S H A S D I A N

B U S I N E S S D E V E L O P M E N T  
S R A C C O U N T E X E C U T I V E  
P R O D U C E R

MID 2 0 0 9 MID 2 0 1 0

Mid of 2009, I decided moved to **Magenta Communications** after my senior in YellowLab asked me to help him to grow up his company. Magenta Communications is a small motion graphics company based which turned to be a creative agency when I joined to the company. Armed with the experiences for the previous company, I won and manage the **Shell Rimula's** activation roadshow in entire Java, manage the **Wyeth** video presentation, the Y&R Stillomatic for **Aqua's** TVCs, and **Mizone** video presentation.

My responsibility in Magenta Communications are to be a **Business Development, Account Executive, and Producer**. I also did the same activities like in my office before to support the creative solution to give the fit recommendations to client's need. And the Agency's business growth bigger than before.

## Komunikasia Cato Partners

B U S I N E S S D E V E L O P M E N T  
S R A C C O U N T E X E C U T I V E

MID 2 0 1 0 2 0 1 1

My best friend persuaded me to join him to his new office at **Komunikasia Cato Partners**. In Komunikasia, I handled Bank **CIMB Niaga** for their campaign on AirAsia Savers - Debit Card in Debit Delights promo - Tabungan Junior in Spongebob Squarepants promo, Bank **BRI** for their corporate magazine and Treasury products campaign, the all BTL materials of **Bringin Life** insurance, the all BTL materials of **Manulife Indonesia** insurance, **Generali Indonesia's** unit link print ad campaign, and **The Wave** ad campaign.

S U M M A R Y 2 0 1 5



# Sunvisual Brand Consultant

B U S I N E S S D E V E L O P M E N T  
S R A C C O U N T E X E C U T I V E

2 0 1 1 M I D 2 0 1 1

Early 2011, I moved to **Sunvisual** Brand Consultant. In Sunvisual I won and managed for several **AXA Mandiri's** print ad accounts, **Citifinancial** BTL materials, won and managed the **CBN's** interactive marketing presentation, and my latest contributions is won the Branding of **The 18** office park project which located in TB. Simatupang, Jakarta.

In Sunvisual Brand Consultant, I act as Business Development, Account Executive, dan Brand Analist. I've contributed with the agency's business growth.

# Ki: Communication PR Consultant

P R C O N S U L T A N T

M I D 2 0 1 1 2 0 1 2

Mid of 2011, I moved to Ki: Communication as a PR Consultant. Handled **Nestle NAN HA**, **Nestle Mom & Me**, and **Nestle Nutrition Institute** for their PR campaign needs. I did the PR analysis, managed the media relations, wrote the press releases, media monitoring, and made the report for their PR activities.

S U M M A R Y 2 0 1 5

# RACH MUSHASDIAN Milestone Advertising

B U S I N E S S D E V E L O P M E N T  
S R . A C C O U N T M A N A G E R

2 0 1 2

2 0 1 5

Early 2012, I moved to Milestone Advertising Agency as an Account Manager until now. Here, I handled many range of clients, from Banking, Automotive, Hotels, International School, Bar & Restaurant, Fashion, Travel Agent, Industry, Property, Fashion, Insurance, Energy Company, and IT Company.

I managed Branding projects( **Beacon Academy** International School, **NEX** Data Center & Exchange, **KEMXTRI** - Bar&Lounge and **SANASINI** Restaurant at Pullman Hotel, **Cyras Hotels & Food Service**, **Agung Podomoro Land's** superblock, **Wika's** 3-4-5 Stars Hotels, **Residence 28** Marketing Agent , Wacoal **InShape Toraja's** Tourism Brand), Advertising Campaign projects ( **Renault**, **BRI** Prioritas-Kartu Kredit & Debit's promo, **Dwidaya Tour's** TVC series and jingle), Social Media Campaign ( **Danar Hadi**, **SANASINI** Restaurant at Pullman Hotel), Corporate Communication tools (the 2012 bilingual Annual Report & Interactive for **PT TIMAH Tbk (PERSERO)** , the **Bank Danamon** internal email blast for 1 and half years - , **AXA Services Indonesia-AXA Mandiri-AXA Life Indonesia- AXA General Insurance-AXA Asset Management Indonesia-AXA Financial Indonesia- Mandiri AXA General Insurance's** 2013 calendar & agenda, **AXA Mandiri** sales video tutorials, **Reliance Power's** company profile, the **Tugu Pratama** Insurance 2013 greeting cards) marketing tools (the **Lippo General Insurance's** logo product & brochure, **The Suites Tower's** marketing collaterals, **Bebelac's** menu booklet).

I responsible to manage & handle all account's, brand analysis development, strategic plan development, and as a producer for production section. The company gain their successful in revenue section which rise year by year.

S U M M A R Y 2 0 1 5

# RACH MUSHASDIAN

## Martabak Gokil

CHIEF MARKETING  
COMMUNICATIONS  
& SALES

2 0 1 5 2 0 1 6

In November 2015 I moved to Martabak Gokil as Chief Marketing Communications and Sales. I led the Marketing Communications & Sales Department to support the company to achieve the objective the company to be the biggest Indonesia's Martabak Brand with formulated the Marketing & Brand strategy by research, strategic planning and also marketing & sales activity. The brand enjoy the successful from the marketing & sales activities with getting higher sales revenue result month by month.

## Jurnal.id

MARKETING  
COMMUNICATIONS  
MANAGER

2 0 1 6 N O W

I start my carrier as a Marketing Communications Manager at February 2016 to handled the Jurnal.id's Marketing Communications team. When I begin lead the team, Jurnal.id has no marketing plan as a guidance for their marketing activities. So I decided to started with led my team to do the research before developed the marketing plan. We did the on-ground and digital research to collect the information from Jurnal.id's market. After the research data mining, 1 year of marketing & brand communications plan is succed developed. The Jurnal.id do the marketing & brand communications activities based on the plan and successful getting the higher result month by month with effective strategy and budget efficiency than before.

S U M M A R Y 2 0 1 5

# **RICHVAL** 2007 - Now

## **MUSHASDIAN**

Coca-Cola Setiabudi Residences Roman Ceramics  
Unilever Admiralty Residences Makarim & Taira S ASTRO Bank BNI  
Balikpapan Residence Grand Depok City BRR Commonwealth Bank  
Tokio Marine RCA Shell Taka Paint Wyeth CIMB Niaga BRI BRIngin Life  
Manulife Generali The Wave at Rasuna Epicentrum CITI Financial The 18  
AXA Mandiri AXA Life Indonesia AXA General Insurance  
AXA Services Indonesia AXA Asset Management Indonesia  
Mandiri AXA General Insurance AXA Financial Indonesia NAN HA Mom&Me  
Nestle Nutrition Institute Renault Danar Hadi Reliance Power Cyrus Hotels  
CFS WIKA Property Dwidaya Tour TIMAH Bebelac Lippo General Insurance  
Danamon Gading City Tugu Pratama KEMXTRI SanaSini NEX The Suites To  
wer Wacoal InShape Toraja

## **Writing**

Grand Depok City TVC NAN HA probiotic Mom&Me probiotic Nestle Nutrition Institute probiotic&prebiotic AXA  
all entities 2013 Calendar & Agenda BRI BRIZZI Guide BRI UMKM Flyer BRI Migas Desk Flyer SPE Geothermal  
Company profile

**RICHVAL**  
**MUSHASDIAN**



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Jl. Kramat 2 | Pondok Pinang | Jakarta

Universitas Muhammadiyah Jakarta | Communication Major | PR Concentration

Windows | Microsoft Office | iOS | Basic Adobe Photoshop | Basic Adobe InDesign | Basic Final Cut Pro

Good in Bahasa both Speaking&Writing | Fair in English both Speaking&Writing

S U M M A R Y 2 0 1 5