

CV

EMPLOYMENT HISTORY

› September 2014 - present

PT. Bounce Indonesia, Content Writer/Copywriter/SEO Content

As a copywriter/content writer for SEO, what I basically do is writing. I usually write in blogs, articles, and various instruments to support and build clients' SEO achievement organically.

› August 2013 - September 2014

Digilive.co.id, Content Writer/Copywriter

Digilive is the first live streaming concert website in Indonesia. They aimed to combine music encyclopedia, entertainment website, and musical news portal. Most of the text/copy inside of the web is my writing.

› September 2010 - January 2012

Quantum Media Communications Indonesia, Call Center Agent

Taking and receiving international calls from Australia as a customer service. That kind of work-field pushed me to be able to comprehend English at a high level in order to communicate with customers. We also use English as a daily language in the office.

› January 2008 - May 2008

Precious Magazine, Freelance Text Translator/Editor

Precious Magazine is an English-language magazine for Ancol area residents. So, it's an intern magazine, and not widely sold like other commercial magazine. My role here was a freelance text translator and my duty was to translate text from Bahasa Indonesia into English for the magazine's contents.

› June 2007 - September 2007

Pertama Magazine, Reporter

As a trainee reporter/journalist, I responsible to search, collect, and reports news due to each month's editorial subject. I also do a little text editing and taking printable photographs since PERTAMA magazine don't have a lot of staffs.

EDUCATION

University of Prof. Dr. Moestopo (B)

Faculty of Communication, Journalism 2009

ORGANIZATION

- › The Porno
Bassist, Lyricist
2004 - present
- › Morfem
Bassist
2011 - November 2014
- › Aggi
Guitarist
2013 - present
- › Madkow
Stage Crew/Coordinator
2005 - 2007

SKILL

- › Journalism
- › Writing (blog and content writing)
- › Copywriting
- › Content Management System
- › Translating (English - Bahasa - English)



NOTE

Sharesprings and The Wellington always did their special abilities on me perfectly; make me grin about something from my past that has now been vanished and faded.

Like this girl, M, from the year 2006. On one occasion she said, "You should check out this band named Sharesprings. They're so good and I really like their guitar player". I was seriously broken-hearted (and devastated..) to hear that. But nevertheless, I searched for their music anyway. The typical a-boy-who-wanted-to-know-everything-what-she's-into kinda thing. My first ever Sharesprings' song was "Ceiling Blossom", and I still recalled the moment when I finally listened it in an internet cafe near my campus. I was blown away subsequently. M wasn't telling me lies like she usually did. This band is indeed too good and sincere.

M took me from Sharesprings to Sasmita, then to one college in South Jakarta, and finally into The Wellington. I knew about them after I got their CD-R demo at one gig years and years ago, but never really gave proper attention. When I heard "A Thousand Yards" from HeyHo! Records' Soundcloud for the very first time, I finally realized my loss all over these years. I contacted HeyHo's mail order afterward and they answered, "There's only one CD left for that single and it will be yours". I'm blessed. "The Wellington - A Thousand Yards" (HeyHo! Records 009) is definitely one of the most precious single that I've ever purchased.

I received these two songs one afternoon. What an honour. I always fascinated by the way they effortlessly put their special abilities on me over and over again. These are the songs I want to spend every night with. These are the bands who embrace values that I have always wanted to find out from a band. And please excuse me if all of this beginning to sound too personal, because, yes, Sharesprings and The Wellington are really personal things for me.

Oh, and FYI, I haven't met M again since 2009.

I never wanted to.



NEWSLETTER

Halo, selamat datang di Digilive!

Digilive adalah portal live streaming concert pertama di Indonesia! Selain dapat menikmati sensasi live concert musisi lokal favoritmu secara streaming, kamu juga bisa menonton dan download berbagai video official, tingkah unik, sampai keseharian mereka di Digilive.

Salah satu keistimewaan Digilive adalah sistem share-per-view iklan untuk semua musisi yang ada di web kami. Semakin sering menonton video musisi favoritmu di Digilive, semakin banyak keuntungan yang akan mereka dapat. Sebuah dukungan langsung agar musisi favorit kita tetap bisa terus menghasilkan karya kerennya.

Tunggu tanggal mainnya dan rasakan sensasi nonton konser digital hanya di Digilive!

PROPOSAL

CONCERT TOURS FOR SCHOOLS & COLLEGES

Express Yourself Freely!

Objectives

The purpose of this roadshow is to improve brand awareness about Kakao Talk with these following ways:

1. Increase Kakao Talk's user database
2. Giving product knowledge for the targeted audience
3. Engage with user
4. Providing memorable entertainment to potential users or users

Target Audience

The targets in this roadshow are:

- › Primary audiences: Public and private high schools
- › Secondary audiences: Private universities/colleges

The roadshow aim is to ensure that the target know and download the product, that communication not only through words but also through visual representation. Let's make a more fun and enjoyable communication

Strategic

The key of communication at this roadshow program is:
FREE TALK

Free to communicate and free to express:

Youth is always identical with freedom and the nature of "rebel". The existence of a mean of communicating that frees will help them to express everything in their minds. So to say, freedom to communicate is one example of freedom of expression for the youth

The Key of Communication

1. Free talk in terms of communicate freely
2. Free talk in terms of freedom of expression

Communicate freely + freedom of expression = Free Talk

Marketing Communication Plan

Marketing communication plans until December:

- › Phase 1: Concerts at 4 high schools and 2 universities
- › Phase 2: Concert program at the school (based on the students' request). Maximum of 4 schools and social media campaigns
- › Phase 3: Programs to the NOAH's concert

Program

Forms of Activity

The forms of activities to be performed are:

1. Four (4) concerts in these following high schools:
 - › Public Senior High School 70, Bulungan, South Jakarta (initial exam - mid of October - to be confirmed/TBC)
 - › Labschool Senior High, Rawamangun, East Jakarta (initial exam - mid of October - to be confirmed/TBC)
 - › Public Senior High School 8, South Jakarta (to be confirmed/TBC)
 - › Public Senior High School 82, South Jakarta (to be confirmed/TBC)

#NOTE: we can add other schools based on request(s)

2. Two (2) concerts at these private universities:
 - › Bina Nusantara University, Kebon Jeruk, West Jakarta
 - › The London School of Public Relation, South Jakarta

#NOTE: we can add other universities based on request(s)

The activity can be performed in indoor or outdoor, depending on the capacity and location of the schools or the universities

PROPOSAL

Time of Activities

The duration of activity for each targeted locations are:

1. Schools

Implementation of the program in schools is on Saturday with duration of approximately 3 hours. The show starts at 2 PM. Program activities can also be held on weekdays, starting at 12 PM (with the permission from the school principal in advance)

2. Universities

Implementation of the program on targeted universities is on weekdays. They can choose one day between Monday to Friday, with the duration of the event approximately 3 hours. The show starts at 2 PM

The activities to be conducted at each location:

› Interactive Area

Kakao Talk's booth(s) that filled with activities to increase product knowledge and a variety of games

› Stage

A stage for showing appreciation for freedom of communication. Will be filled with 5 (five) performances from the school's students itself plus 1 (one) guest star.

Interactive Area

Forms of activities that will be conducted in the interactive area are:

- › "Free Talk, Free Expression" on YouTube
- › AR Games (Augmented Reality Games)
- › Sticky Note Free Talk Games
- › Free Style, Free Expression Games

The Interactive Area requires an area of 15 x 5 meters that will be used for Kakao Talk's booth and games

Free Talk on YouTube

Here, they can show their free talk action in front of the camera with Kakao Talk as the background. Their video will be aired directly on the Kakao Talk's official YouTube channel, "Free Talk, Free Expression". The winner is determined by the highest number of viewers and the supports they get on YouTube. The winner will get a direct chance to give their free talk expression with Noah Band!

AR Games (Augmented Reality Games)

AR Games is a game that combines real objects with virtual objects in a real environment. This game will be adjusted and related to Kakao Talk. The design in the game can be made in accordance with Kakao Talk's unique colors and displaying all the Kakao Talk's icons

**Note: the types of games can be determined along with the Kakao Talk Team*

Sticky Note Free Talk, Free Hope Game Area

This is a game that frees them to write their expression about hope for the year 2014 on a sticky note. Can also be used as a "time capsule" for a later date; after collected on the event, to be reopened in 2014

Interactive Area (Free Style, Free Expression Games)

A photo contest that allows the contestants to pose as "crazy" as they like with one of Kakao Talk's icon. Then, the photo must be shared to their entire Kakao Talk contacts list and should be set as their Kakao Talk profile picture

The Stage

The forms of activities to be performed on this stage are:

5 (five) kinds of performances from each schools/universities' students:

- › Band performance
- › Modern dance
- › Cheerleaders
- › Saman Dance

1 (one) guest star performance: Andien (female solo singer) or Hi Vi (band)

The required area for this stage is 8 x 5 meters

Brand Promotion

› Download Activity

Participants are expected to download Kakao Talk

› Free Emoticon

When the participants download Kakao Talk during the event and show its evidence to the committee, they would immediately get 1 free Kakao Talk's emoticon

QUESTION LIST

- › Akhirnya! Single baru dari Edane! Sejak kapan rencana untuk membuat single baru ini muncul?
- › Boleh tahu judul singlenya apa?
- › Secara garis besar tentang apa lagunya?
- › Apakah semua ide dasar dari lagu-lagu Edane selama ini selalu berasal/berawal dari Eet Sjhanrie?
- › Kabarnya Eet Sjhanrie sendiri yang "menggambar" materi mentah lagu-lagu Edane dengan software. Sejak kapan mulai menggunakan software?
- › Dimana saja letak perbedaan mendasar antara membuat lagu lewat bantuan software dengan sistem jamming?
- › Mengingat di Edane ada personil yang sehari-harinya bekerja, bagaimana proses rekamannya berjalan?
- › Dimana saja proses rekaman single ini dilakukan (jika kebetulan dilakukan di beberapa studio yang berbeda)?
- › Apakah ada keinginan mengundang para personil terdahulu Edane (Eki Lamoh, Heri Batara, Iwan Xaverius, dll) untuk berkolaborasi, setidaknya di panggung?
- › Kapan kira-kira single ini akan dirilis?
- › Rekaman dalam bentuk vinyl kembali digemari dalam beberapa tahun belakangan. Adakah kemungkinan Edane juga ikut merilis karyanya dalam bentuk tersebut?
- › Dari Edane sendiri, apa ekspektasi yang diharapkan dari perilisan single ini?
- › Apakah single ini nantinya akan dirilis secara eksklusif untuk Digibeat saja?

PROFILE

Digilive adalah website live streaming concert pertama di Indonesia. Yang membuat tayangannya spesial adalah, video konser produksi Digilive dibuat sesuai hasil kolaborasi konsep dan ide dengan pihak musisi. Sebuah konser dengan sensasi berbeda karena bisa disesuaikan dengan karakter musik dan image yang mereka tampilkan. Digilive akan berusaha mewujudkan visi stage impian dari para musisi lokal. Tayangan ini akan bisa dinikmati secara live streaming maupun lewat sebuah tayangan video on demand (taping).

Digilive bercita-cita menjadi sebuah "one stop shopping" yang menggabungkan portal video, ensiklopedia musik lokal, hingga situs berita. Tidak hanya dapat merasakan sensasi konser digital dari beragam musisi lokal secara streaming, para pengakses web Digilive juga bisa menonton dan mengunduh berbagai macam video mulai dari official music video, tingkah-tingkah unik, sampai keseharian sang musisi secara eksklusif. Di era digital ini, video adalah salah satu media promosi paling efektif bagi musisi. Dan sebagai produk asli Indonesia, Digilive mendedikasikan diri untuk memusatkan perhatian pada video-video musik lokal. Khususnya, dari ranah scene independent yang unik dan berani atau bernafaskan cutting edge. Mengapa musik lokal dari scene independent yang bernafaskan cutting edge? Tentu karena potensi dan kualitasnya. Keberagaman, kuatnya komunitas dan scene yang mereka punya, serta kreatifitas tiada henti dalam menjalankan ide-ide yang ada membuat musisi-musisi cutting edge ini begitu menarik dan layak untuk ditayangkan.

Digilive berani mengklaim bahwa pergerakan musik negara kita adalah salah satu yang paling berwarna, paling kreatif, serta paling maju di Asia. Klaim yang bukan omong kosong melihat fakta akan banyaknya jumlah musisi lokal keren dari seantero Indonesia yang harus diketahui dan ditonton penampilannya. Sudah saatnya musisi lokal keren melebarkan sayap hingga kemanapun. Digilive akan membantu tercapainya misi musisi lokal untuk menunjukkan taji mereka ke publik Tanah Air yang lebih luas, bahkan dunia.

Rasakan sensasi konser digital hanya di Digilive!

CONTENT



Get the Application now
digilive

The advertisement features a dark background with the Digilive logo at the top. Below the logo, five devices are displayed: a desktop monitor, a tablet, a smartphone, a smaller tablet, and another smartphone. Each device screen shows the Digilive application interface, which includes the logo, a search bar, and a list of items. The devices are arranged in a row, with the desktop monitor on the left and the smartphone on the right.

Bikin makin keren android-mu dengan menambahkan Digilive Application. Telah disesuaikan dan didesain secara spesifik, serta terkoneksi untuk layanan Google Play. Rasakan sensasi video-video berkualitas di Digilive tanpa halangan waktu dan tempat.


Percantik iphone, ipod touch, atau ipad milikmu dengan Digilive Application di dalamnya. Jangan sampai ketinggalan nonton konser eksklusif musisi favoritmu dan nikmati sensasi video-video terbaik yang ada di Digilive dimanapun, kapanpun.

CONTENT


LIVE EVENT

Ismaya kembali menghadirkan event musik tahunan "Love Garage" di hari Jumat tanggal 17 Januari 2014. Setelah tahun 2013 kemarin menampilkan Yeah Yeah Yeahs sebagai headliner, "Love Garage" tahun 2014 ini akan dimainkan oleh grup asal Perancis, Phoenix, sebagai band pamungkas. Selain Phoenix, juga akan ada 2 band asal Inggris yaitu unit bergenre Downtempo, Zero 7, dan band Electro Pop, Fenech-Soler. Selain tiga nama internasional diatas, kehadiran band-band lokal keren seperti Jirapah, Protocol Airo, dan Midnight Savari sudah pasti akan menambah semaraknya event ciemik ini. Acara "Love Garage 2014" kembali diadakan di EX Park, Thamrin, Jakarta, dengan tiket seharga 590 ribu Rupiah.

Artist : Phoenix, Zero 7, Fenech-Soler, Jirapah, Protocol Airo, Midnight Savari
Venue : EX Park, Jakarta
When : Jumat, 17 Januari 2014



ANOTHER EVENT

**Love Garage 2014**
EX Park, Jakarta
Jumat, 17 Januari 2014

TRANSLATING

Bullying has become an everyday phenomenon for every teenagers in school. Moreover, since the growing extent of social media use, which encourages the emergence of a new phenomenon called "cyber bullying". That's what inspired KaWanku to make a campaign against bullying, especially cyber bullying. Since 2010, in every year, KaWanku is looking for young women to become ambassadors of Unbeatable Fun Girl (UFG).

Unbeatable Fun Girl is an event organized by KaWanku to look for girls who are active, sociable, peace-loving, and excel academically in school, which can prevent bullying, especially cyber bullying, as well as promoting the importance of respecting differences. Cyber bullying is when the Internet, cell phones, or other technology, used to send a text or an image (picture) that is intended to harm others.

This year, KaWanku re-organized the event Unbeatable Fun Girl, which opened with roadshows to four schools in Jakarta, BPK Penabur Junior High School, Tarakanita I Senior High School, Al-Izhar Junior High School, and 109 Public Junior High School. These roadshows were held throughout October 2012 in collaboration with the Sejiwa Foundation. At the roadshow, KaWanku, Sejiwa Foundation, and J-Flow, will share their experiences about bullying and campaign 'Stop Bullying' to adolescents in each schools. Besides through roadshows, KaWanku also opened registration for teenagers who want to become an UFG 2012 ambassador via a form in KaWanku magazine and www.kawankumagz.com. In total, there are 1157 entries that have been entered via online or through form submission.

"Cyber bullying is still considered trivial by many people, but it can happen 24 hours and as dangerous as physical bullying. This is what makes KaWanku initiated the Unbeatable Fun Girl election with the spirit of Stop Cyber Bullying", said Trinzi Mulamawitri, Editor in Chief of KaWanku magazine.

Ten participants with the best work are invited to attend the workshop and present their proposal of stop bullying-themed program. Participants with the best programs and best ability to make a change will be the winner at Unbeatable Fun Girl 2012.

Unbeatable Fun Girl this year will be held over two days, on Saturday, December 15th and Sunday, December 16th, 2012. On the first day, the ten finalists UFG 2012 will attend some activities in KaWanku editorial office at Graha Mandiri, Jakarta. Starts with a sharing session about bullying with Trinzi Mulamawitri, KaWanku's Editor in Chief. After that, the finalists will participate in an event with the Soul of Speaking (a public speaking training institute) and Sejiwa Foundation (a non-profit organization engaged in education and focused on anti-bullying campaign).

On the second day, the finalists will undergo a judging session at the KaWanku editorial office. In this judging session, the finalists will present each of their program proposal in front of three judges, Trinzi Mulamawitri (Editor in Chief of KaWanku Magazine), Luli Arinta from Soul of Speaking, and Ikhlasul Amal from Sejiwa Foundation.

Then, at 16:00 PM, the UFG 2012 Coronation Ceremony at eX Plaza Indonesia will be opened by the appearance from Calvin Jeremy. During the event, visitors will not only be able to watch the introductions and a QA session with the finalists, but, will also be entertained with a stand up comedy from Kemal Palevi, and another musical performances by J-Flow and HiVi! To enliven the event, there are also prizes ready to be distributed for the visitors.

Unbeatable Fun Girl 2012 is fully supported by BonChon Chicken, BreadTalk, Gaudi, JBL, The Face Shop, eX Plaza Indonesia, Trax FM, Gen FM, Kompas TV, Kompas.com, Fimela.com, SCTV, O-Channel, and Mig33.