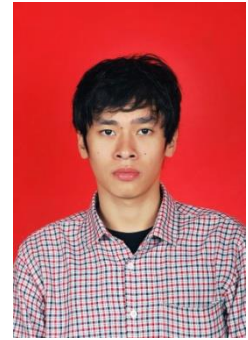


Unggul Pratomo Hartono Putro

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021-7355369/08118161475
October 14th, 1990



OBJECTIVES

A position in marketing department that utilizes my skills, expertise, and experiences and enables me to make a positive and meaningful contribution to the company.

EDUCATION

Prasetiya Mulya Business School | 2008 - 2013

- Majoring in Marketing Communications
- Graduated in 2013

SMA Labschool Kebayoran | 2005 - 2008

- Majoring in Social Science
- Graduated with GPA of 50.90 of 60.00

ORGANIZATIONAL EXPERIENCE

Programme and Project Manager | [we.hum collective](#)

July 2011 – Present

Saw an opportunity in the deteriorating quality in Indonesia independent music scene, built a team with persons from different music scene with shared vision, and finally managed to held routine curated small intimate music gigs in Jakarta collaborating with international and local artists.

Venue Coordinator | [“EDGE the Movie” Jakarta Screening Session](#)

August 2010

Contacted by the director of “EDGE the Movie”, a documentary movie about a drug-free culture in the punk music scene to organize a screening in Jakarta, self-volunteered to help securing venue for the screening and also to help with the promotional efforts, and finally managed to secured a strategic location for the screening, resulting in a well-attended screening.

Head of Programme Division | [Prasetiya Mulya Music Night 2010](#)

December 2010

Saw the needs for Prasetiya Mulya students to relax themselves and build a positive attachment to the college, organize a music event which involved Prasetiya Mulya students as performers, resulted in well-attended and perceived as successful event, making the way for second Music Night at 2011.

Member of Art and Skill Division | [Prasetiya Mulya Student Board](#)

2008 – 2009

Tasked with maintaining communication with several art-related Student Activity Clubs (SAC) and helped organizing a seminar inviting several notable business figures which succeed in turning their passion into business ventures.



WORKING EXPERIENCE

Social Media Officer | Froyo Story

April 2014 – November 2014

Running and developing digital activation campaigns, and also maintaining brand communication via social media for clients' brands. I am also responsible for preparing weekly and monthly reports for the clients.

Social Media Manager | De'Majestic Textile Store

November 2014 – Present

Formulating and executing strategies in order to acquire new customers for the store. I am also responsible for maintaining communication with customers on social media and preparing a monthly report.

Internship at Account Management | Lowe and Partners Indonesia

February 2012 – August 2012

Maintaining brand communication for Arnott's and Nestle, and also helping developing new brand launching campaign for Nestle.

Administration Staff | PT. Yala Persada Angkasa

January – February 2009

Assisting with clerical works at Pasar Ciampea Relocation Project, Bogor.

SEMINAR/WORKSHOP/COURSE

French Language Course | Institut Français d'Indonésie

December 2011 – December 2012

BINTAMA Leadership Training | KOPASSUS

June 2006

OTHER EXPERIENCE

Cultural Exchange Program to Japan and Thailand | PUSAKU

June 2007

Community Development Program | Prasetya Mulya

February – March 2009

A project involved in improving community welfare through entrepreneurship located in Desa Babakan Sari, Cianjur.

PERSONAL AND ADDITIONAL INFORMATION

Hobbies & Interests

Reading books, watching movies, cooking, coffee-making, and listening to music. I am also highly interested in branding, digital marketing, art, and cultural studies.

Skills

Proficient in spoken and written English, able to operate Microsoft Word, Excel, and PowerPoint, and basic skill at Adobe Photoshop CS5. My experiences in curating and organizing several music events have made me quite proficient in basic accounting and also in designing project timelines. I also have basic understanding in using Google Analytics to analyze website performance.