

2015

Curriculum Vitae

I Gusti Bagus Igit Gautama, S.Sos., M.Si.





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PERSONAL DETAILS

Gender	: Male
Place of Birth	: Semarang, Central Java
Date of Birth	: November 3rd, 1983
Marital Status	: Married
Nationality	: Indonesia
Ethnicity	: Balinese
Religion	: Hindu
Present Address	: Cluster Angelonia, AI/F6, Permata Medang Gading Serpong, Tangerang
Address 2	: Perumahan Genuk Indah Jl. Kapas Tengah 6, Blok F 806 Semarang, Central Java
Contact Number	: +62-8156524214
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FORMAL EDUCATION

Degree	: Master Sains (M.Si.)
Major	: Administration Science
University	: Universitas Diponegoro, Semarang
GPA/ Grades	: 3.77
Year Attended	: 2008 – 2011

Degree	: Sarjana Sosial (S.Sos.)
Major	: Public Administration
University	: Universitas Diponegoro, Semarang
GPA/ Grades	: 3.62
Year Attended	: 2002 - 2006

TRAINING AND SEMINAR

Lokakarya Manajemen Pers , organized by Serikat Penerbit Surat Kabar dan Dewan Pers Pusat	August 14th, 2009
“Strategi Rahasia dari Para Marketer Unggulan Dunia” Seminar and Workshop organized by Markplus Institute of Marketing	August 30th, 2006

EMPLOYMENT HISTORY

1. Firm Name : PT Suara Merdeka Press, Jakarta Branch Office
Period : October 2014 – present
Position Held : **Marketing Manager, Advertising Departement**
Responsibilities :
 - Design marketing strategy in order to achieve sales target for Suara Merdeka newspaper & group media
 - Develop advertising market for NBD
 - Prepare proposals for brand activation and propose to potential client
 - Provide advice to client about strategic positions on advertising media
 - Media Monitoring

2. Firm Name : PT Suara Merdeka Press, Jakarta Branch Office
Period : October 2009 – September 2014
Position Held : **Senior Account Executive, Advertising Department**
Responsibilities :
 - Develop advertising market
 - Prepare proposals for brand activation and propose to potential client
 - Provide advice to client about strategic positions on advertising media
 - Negotiate with advertising agencies and corporate clients

3. Firm Name : PT Suara Merdeka Press, Semarang
Period : July 2006 – October 2009
Position Held : **Account Executive, Advertising Departement**
Responsibilities :
 - Client handling to achieve advertising sales target for Suara Merdeka Media Group (Wawasan, Tabloid Cempaka, Tabloid Otospeed, www.suaramerdeka.com, Radio 105.2 SS FM Semarang, Radio TraxFM Semarang)
 - Develop advertising market in Semarang
 - Negotiate with advertising agencies and corporate clients in Semarang

4. Firm Name : Guccicom Event Organizer, Jakarta
Period : January 2012 - present
Posistion Held : **Freelance**
Responsibilities :
 - Organize event execution for brand activation, such as Makarizo-Me Time with Nikita Willy, Makarizo-Nonton Bareng Hair Energy & Nikita Willy

- Organize event execution for Prodia Family Health Day December 2013 and 2014
- Make proposal for brand activation

PERSONAL QUALIFICATION

Having balanced attitude, honest, willing to work hard & teamwork, have a desire to move forward, responsible and good experience. Able to operate computer, social media, and understand things connected with **Advertising, Promotion, & Media Monitoring.**

REFERRALS

John Saimima

Ph : 081310333000

Director at Communication Channel Ad Agency

Irene Hwa

Ph : 08122862742

Operational Manager at Honey Gold & Jewellery

Ageng Widijanarko, SE

Ph : 08170904332

Operational Manager at Guccicom