

# CURRICULUM VITAE

## Ghofar Ismail

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## ABOUT GHOFAR ISMAIL

Date of Birth : Tegal, November 4<sup>th</sup> 1993

Age: 22 years old

Marital Status : Single

Affiliations : Publicis Groupe, KOPHI (Koalisi Pemuda Hijau Indonesia)

Recent Education : English Literature – Universitas Indonesia

## **Vision as a Professional:**

“To be an inspiring personality for my other respective colleagues and organizations behind me.”

## **Goal in Life:**

“Join a dynamic and progressive company consists of positive energy and solid team work.”

## **Strengths:**

Enthusiastic in learning new things, quick adsorb and fast learner, hard worker, risk-taker, able to manage well under pressure, comfortable with people and like to make friends. But me, personally always admire my spirit to not give up on smiling under a very impossible circumstances as my motto, Go For a Smile which is quite similar with my name.

## **Hobbies:**

Aside from writing articles, reading some inspirational books, bathroom singer, avid Italians cooking & noodle foodie, I found interest on Online Dating.

## CORE COMPETENCIES

- Social Media
- Public Relation
- Public Speaking
- Art Performance
- Project Management
- Computer Literate (Microsoft Apps & Tools)

## **JOB EXPERIENCE**

### **1. Social Media Officer - Publicis Indonesia** (July 2014 – now)

Duties include online advocacy, writing editorial, community-outreach efforts, and promotions as well as managing KOL (Key Opinion Leader) for campaigns.

Clients: Lactacyd Indonesia, Spanish Olive Oil, Vicks Indonesia, Manulife Indonesia, and Pertamina.

### **2. Public Relation Freelance - Leo Burnett Indonesia** (April – July 2014)

Job Description: Daily media monitoring. Creating media monitoring report and analysis. Holding events. Communicating with national and local media.

Clients: Samsung Indonesia, Tourism New Zealand, Cloud Lounge Restaurant, and Hard Rock Café.

### **3. Social Media Internship - XM Gravity** (January – February 2014)

Job Description: Daily monitoring pages. Communicating with the users. Holding on-ground activations. Communicating with Influencers.

Clients: Pocari Sweat, Lifebouy, and Lactogen.

### **4. Communication Internship - United Nations Volunteer Indonesia**

(June – September 2013)

Duties include UNV Indonesia's social media monitoring (Twitter, Facebook, Youtube, and Pinterest), content writing for UNV's promotional item (brochure and leaflet) and website.

## **ORGANIZATION EXPERIENCE**

### **Koalisi Pemuda Hijau Indonesia (KOPHI) (2012 – now)**

An environmentalist youth organization spread across in 15 provinces of Indonesian as a platform for young people who want to be part of the solution to the problem of climate change to create a collective and sustained action for the creation of a sustainable environment.

#### **Position:**

1. Head of Media and Communication Division (September 2013 – now)
2. Vice Head of Media and Communication Division (2012 – September 2013)
3. Public Relation Staff (Februari 2012 – September 2012)

## **VOLUNTEER EXPERIENCE** (2013-2014)

- Head of Logistics, Accommodations, and Transportations Division on Indonesia Community Network Pre Event and Main Event 2014
- Project Officer of "Sintesa untuk Adik" (Try Out SNMPTN & Book Launching)
- Vice Chairman KOPHI Item Campaign "Kami Tidak Ingin Botol Plastik Lagi!"
- Financial Manager of EUPHONICA 2013 "1000 Kamus untuk Anak Indonesia"
- Volunteer Global Youth Forum by UNPFA
- Public Event Coordinator Kongres Nasional KOPHI II
- Head of Social Media Greenpreneurship Challenge
- Actor on Manusia Kayu Play at EAL Arts Festival 2013
- General Secretary of MODS Exhibition