

FEBRI HARYANTO



MOBILE

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EMAIL

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Greetings! I'm Febri Haryanto. An engineer who's passionate in brand development, marketing, and strategy. From my older work experiences, I've learned to build and maintain brands from several industries. Therefore, I get used to wear many of hats and now I'm eager to learn and earn new experiences from your company.

EXPERIENCE

CO-FOUNDER
PT. GLORIOUS INDONESIA
ABADI
Dec 2013 - Oct 2015

Started as an apparel brand called Gloriousjkt, the company has branched out into a brand consultation agency. We work on management, consultation, product development and production for various brands and company. I have various responsibilities, such as; brand development, marketing and strategy, purchasing, business development, client servicing, social media management/strategy.

PROJECT MANAGER
PT. INTEGRITY INDONESIA
Aug 2013 - Nov 2013

I do background check, media search, due diligence and also provide investigative analysis, then summarize it into a report for clients.

BRAND MANAGER
PT. CROOZ INTERNASIONAL
Apr 2009 - Jun 2013

Managing all aspects of the brand, such as creative direction, product development, increasing brand awareness, inventory management, sales and trend projection, supervise all officers and staffs. I also maintain relationship with overseas buyers, clients and talents.

EDUCATION

TRISAKTI UNIVERSITY
2001-2009

Bachelor of Industrial Engineering

SIDEJOBS

SOCIAL
MEDIA MANAGER / STRATEGIST
2009 - Present

I develop, manage and maintain a comprehensive social media strategy and applying marketing techniques to increase visibility and traffic for the brand. I've worked with: Djarum Super, Sweet as Revenge, Selera Rasa, Tendencies etc.

CONTRIBUTING WRITER
ROLLING STONE INA
2009-2012

I write stories to report or review international and local concerts and also write music review.

LANGUAGES

ENGLISH
INDONESIAN

PROFESSIONAL SKILLS

BRAND MANAGEMENT



BUDGETING



MARKET FORECASTING



GENERAL MARKETING



COPYWRITING



ADMINISTRATION

