



Curriculum Vitae of Antonio La Demas

Personal Details

Name	Antonio La Demas
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Email Address	antoniolademas@hotmail.com
Date of Birth	09 June 1993
Nationality	Indonesia
Gender	Male
Status	Single
Religion	Catholic

Profile and Objective

I am looking for an admirable career path, and for that I want to have a great start. I would like to have an early experience, practice and understanding in working for a worldwide business organization, to learn and gain as much as possible in the professional world. I am a person who takes great pride of my works and who as a self- motivated team player and able to take responsibility for delivering to the work. I want to apply my communication, interpersonal, and organizational skills, as well as knowledge acquired through my time in pursuing bachelor's degree in Marketing and Advertising, in any entry-level position. Put simply, I give my 110% to learn and work and I am committed to do my best to achieve the highest result.

Education and Qualification

<i>July 2012- March 2014</i>	<i>Curtin University, Australia Bachelor of Commerce; Double Major in Marketing and Advertising</i>
	Modules Included:
	Brand Management
	Integrated Marketing Communications
	Marketing Research
	Advertising Account Planning
	Marketing of Services
	Retail Marketing and Distribution

Strategic Marketing
Advertising Campaign Development
Public Relations

July 2011- July 2012

Curtin College, Singapore Diploma of Commerce

Projects and Duties

- Developed and managing a long-term plan of Strategic Marketing Plan for a Strategic Business Unit (SingTel Internet) using Porter's Five Forces Analysis, Value Chain Analysis, and SWOT analysis
- Initiated a branding campaign as a consulting group of launching Blackberry 10 in 2013 by providing twining data plan, run a Guerilla campaign and series of ambience to head the launch
- Involved in Marketing Research Project for understanding the figure of Gen Y Smokers in Singapore in 2012 using Primary and Secondary Research
- As an advertising agency, developed an Integrated Marketing Communication campaign for Burger King in Singapore in order to gain more sales, create new customers and build relationship with existing customers
- Collected and synthesized data to create a feasibility study for Abercrombie and Fitch to enter Indonesian market. This project covered the analysis of political, economical, cultural, technological and legal environments governing Indonesia and a competitive audit of Abercrombie and Fitch
- Advocate recommended strategies for Non Governmental Organization (Turning Point) to increase overall manpower, balance and sustain source of funding by providing SWOT Analysis and key issues from internal and external environment

Experiences

PPI (Persatuan Pelajar Indonesia) Singapore

- Treasurer (October 2011 - February 2012)
 - Managed \$5000 worth of budget
 - Involved in all project decision making
- Operations Coordinator (April 2012 – April 2013)
 - Organized notable Indonesian events such as Bazaar, Garage Sale, Welcoming Nights, Sports Competitions amongst all private Universities in Singapore

KUNCI (Komunitas Anak Curtin Indonesia) Singapore

- Member (August 2011 – September 2011)
 - Participate actively in organizing campus events such as fund raising, sports competitions, and social activities

Interests & Hobbies

Football/Futsal
Traveling
Photography

Curtin Futsal Team (2011-2012)

Transferable Experiences and Competencies Acquired Whilst

Studying

- Able to access and examine data to help from consumer and market opportunities
- Interacted capably with people working on the sales projects to manage outcome and income
- B2B and B2C Sales Exposure
- The ability to research potential corporate clients in detail
- Conversant with Microsoft office softwares (Word, Excel, Powerpoint) and CRM database systems
- Experience of and able to communicate effectively with key decision makers i.e. Heads of Departments and senior managers
- Adequate to plan, perform and attain results of any marketing campaign

Skills

Driving Licence: Yes

Language: English (Fluent), Malay (Advance), Indonesian (Native)

Computing: Microsoft Office (Word, Excel, PowerPoint, Access), Adobe Photoshop

Personal Attributes

- Excellent team player
- Solid desire to achieve best results with a positive, and compelling can-do attitude
- Highly flexible, patience, and friendly in nature
- Self motivated and can act at own initiatives
- Persuasive, goal oriented, and have a positive attitude towards change



CURTIN UNIVERSITY OF TECHNOLOGY

BY AUTHORITY OF THE COUNCIL BE IT KNOWN THAT

Antonio La Demas

HAVING FULFILLED ALL THE REQUIREMENTS IS DULY
ADMITTED TO THE DEGREE OF

BACHELOR OF COMMERCE
(MARKETING AND ADVERTISING)

AND TO ALL THE PRIVILEGES ATTACHED TO THE SAME.
THE GRADUATION SEAL OF
CURTIN UNIVERSITY OF TECHNOLOGY
WAS HERETO AFFIXED PURSUANT TO A RESOLUTION
OF THE COUNCIL.

C. Rickett

Chancellor



Antonio La Demas

Vice-Chancellor