

# CURRICULUM VITAE

## PERSONAL BACKGROUND

Name : Marctriyandi Citra Leksmana  
Date of birth : Jakarta, 26 March 1986  
Sex : Men  
Status : Married  
Address : Jl. Cendrawasih, Nerada Estate Blok C1/6 Ciputat  
Telephone : 021-7501562  
Handphone : 087877259400  
Email : marctriyandi.leksmana@gmail.com



## INFORMAL EDUCATION

2013 – 2014 : Bachelor Degree Majoring in Advertising at STIKOM ITKP (GPA 3,31)  
2004 – 2007 : STIKOM LSPR  
2000 – 2003 : SMUN 29 Jakarta Selatan  
1997 – 2000 : SMPN 87 Jakarta Selatan  
1992 – 1997 : SDN 08 Pagi Jakarta Selatan

## ORGANISATION

Vice President Student Body SMA 29 (2001)  
Vice President Bakti Sosial SMA 29 (2002)  
Vice President Masa Orientasi Siswa SMA 29 (2003)  
Member of GOOD LIFE Community (2010 - 2012)

## NONFORMAL EDUCATION

IEC English Course – Basic English (1999)  
LIA Ciputat :

- General English Basic levels (2000) Completed
- General English Intermediate Levels (2001) Completed
- General English Advanced Levels (2002) Completed

TOEFL LIA score 512 (May 2015)

## HOBBY AND INTEREST

Movie, Music and Sport.

## SKILLS

Language (Bahasa and English)

Writing Skill (Bahasa and English)

Computer (Ms. Office, Ms. Excel, Ms. Power Point)

Digital Marketing :

- Internet Marketing (Google Adwords, Facebook Ads, Local ads)
- Internet Publishing (Website/Blog maintenance)
- Search Engine Optimization (SEO) Marketing
- Social Media Marketing
- Video Marketing (Youtube)

## WORK EXPERIENCE

2007 – 2008	<b>PT. SARI COFFEE INDONESIA</b> Barista	Jakarta, Indonesia
	<ul style="list-style-type: none"><li>• Prepared food and basic ingredients to be used.</li><li>• Make and mix coffee for customers.</li></ul>	
2008 – 2010	<b>INTIVE PRODUCTION</b> Promotional Staff	Jakarta, Indonesia
	<ul style="list-style-type: none"><li>• Helped to prepare and implement marketing strategy for any events.</li></ul>	
2010 – 2011	<b>GOODLIFE COMMUNITY</b> Head of Sub-communities	Jakarta, Indonesia
	<ul style="list-style-type: none"><li>• Supervised member activities both routine or events.</li></ul>	
2011 – 2012	<b>GOODLIFE COMMUNITY</b> Social Media Team	Jakarta, Indonesia
	<ul style="list-style-type: none"><li>• Maintenance Social Media account.</li><li>• Content writer for Social Media account.</li></ul>	
2012 – Now	<b>YAYASAN BANGUN KECERDASAN BANGSA</b> Public Relations Officer	Jakarta, Indonesia
	<ul style="list-style-type: none"><li>• Create, Update, and Control organization Website.</li><li>• Create, Update, and Control organization Social Media.</li><li>• Communicate all information for internal and external organization.</li><li>• Coordinate volunteer for registration and events.</li><li>• Handle organization online advertising and publication on Google and Facebook.</li></ul>	

**I hereby certify that all the information supplied by me on these Curriculum Vitae is true and correct.**

