



## PERSONAL DATA

Nick Name : Arif  
Sex : Male  
Place/Date of Birth : Jakarta / July 1<sup>st</sup>, 1988  
Height/Weight : 174cm / 68kg  
Blood Type : O  
Religion : Moeslem  
TOEFL ITP : 507



### Permanent Address

Jl. Kalibata Tengah No.60A,  
Rt.09/Rw.007, Pancoran,  
Jakarta Selatan 12740



### Phone Number

(Home) 021-7941866  
(GSM) 08111-45-721  
(GSM) 0812-88-700-800



### E-mail

fadli.al.arif@gmail.com  
fadli\_al\_arif@hotmail.com

## OBJECTIVE

Without learning and hard work, success will be hard to achieved.



## WORK EXPERIENCE

<b>2014 – NOW</b>	Account Manager	Dentsu Digital Division, a Division at PT. DIAMGI (PT Dentsu Inter Admark Media Group Indonesia)
<b>2013 – 2014</b>	Senior Account Executive	PT MicroAd Indonesia
<b>2010 – 2013</b>	General Affair & Procurement Analyst	PT Telekomunikasi Selular, Tbk (TELKOMSEL)
<b>2009 – 2010</b>	Outdoor Media Planning Executive	Mediaedge (one of Media Agency GroupM)
<b>2008</b>	Assistant of Vice President	WeB INDONESIA Event Organizer



## LATEST JOB DESCRIPTION






1. Make proposal of a digital campaign for potential client to fulfill their objectiveness, which coordinate with department of strategist & other internal department that relate with the client's campaign.
2. Make a new strategy of digital campaign & propose it to the existing client to strengthen their objectiveness, which coordinate with department of strategist & other internal department that relate with the client's campaign.
3. Accommodate all the client needs for their campaign.
4. Brief & coordinate with subordinate & each internal department that relate with the client's campaign.
5. Monitor the ongoing project in order to keep the project in line with the objective of client's campaign.
6. Monitor & assist the subordinate to do their jobs.
7. Do the review to all done project from each internal department & do the final revision.
8. Collect, revise, & compile the report from each internal department for client.
9. Final check of report that made by subordinate before submitting to the client.



## CLIENT THAT HAS BEEN HANDLED IN DIGITAL FIELD



Client	Scope of Work
	Build campaign for product launch from digital until event for the amplification <i>(supervise PH, take photo / video shot, supervise event, ect)</i> FB Application Development Social Media Activity (Facebook, Twitter, Line) Regular Content Creation (image & copy) for Facebook, Twitter, & Line Twitter Buzzer Coordination Forum Coordination
	Social Media Maintenance (Facebook) focus on Content Creation & Scheduling Coordination FB Application Development for some Campaign FB Ads Implementation Twitter Buzzer Coordination
	FB Application Development for some Campaign Content Creation for Campaign (Facebook) FB Ads Implementation Twitter Buzzer Coordination
	Website Development & Maintenance Hashtag Curation Maintenance (Twitter)
	Website Development & Maintenance
	Social Media Maintenance (Facebook & Twitter) FB Ads Implementation Twitter Buzzer Coordination FB Games Application Development Portal Media Placement
	Website Re-development & Maintenance Social Media Maintenance (Facebook) FB Ads Implementation Twitter Buzzer Coordination FB Application Development & Build Campaign for The Promotional Tools Portal Media Placement
	Website Development & Maintenance Social Media Maintenance (Facebook & Twitter) FB Ads Implementation Twitter Buzzer Coordination FB Application Development & Build Campaign for The Promotional Tools
	Website Development & Maintenance Social Media Maintenance (Facebook & Twitter) FB Ads Implementation Twitter Buzzer Coordination Build Digital Campaign for Product Launching Event
	SEO (Search Engine Optimizations) SEM (Search Engine Marketing) / Google Adwords FB Ads

# CURRICULUM VITAE

	SEM (Search Engine Marketing) / Google Adwords FB Ads Implementation Portal Media Placement
	SEM (Search Engine Marketing) / Google Adwords FB Ads
	Website Re-development & Maintenance
	Website Re-development & Maintenance
	Youtube Ads Implementation
	Youtube Ads Implementation Twitter Ads Implementation






## CLIENT THAT HAS BEEN HANDLED IN BTL FIELD

Client	Job Description
	<ul style="list-style-type: none"><li>• Outdoor Media Survey &amp; Recommendation (Billboard, miniboard, neon box, ect)</li><li>• Planning Strategy for Outdoor Media Placement</li><li>• Client &amp; Vendor Coordination for Biweekly Material Changes</li><li>• Arrange and supervise replacement of material for whole outdoor media.</li></ul>
	<ul style="list-style-type: none"><li>• Outdoor Media Survey &amp; Recommendation (Billboard)</li><li>• Planning Strategy for Outdoor Media Placement</li></ul>



## CLIENT THAT HAS BEEN HANDLED IN ATL FIELD

Clients	Scope of Work
	TV & Radio Placement Print Media Placement
	TV & Radio Placement Print Media Placement
	TV & Radio Placement Print Media Placement



## FINAL WORDS

I am a honest person, hard work, responsible, eager to learn, able to work as an individual or as a team member, good interpersonal & leadership attitude, good communication and presentation skill, creative, and also adaptable. This Curriculum Vitae is prepared in valid data by my good intention to be used by any parties needed. Sincerely Yours

## APPENDIX



### FORMAL EDUCATION BACKGROUND

<b>2011 – Now</b>	Faculty of Management, Asia Banking Finance-Informatics (ABFI) Institute of PERBANAS
<b>2006 -2009</b>	Program D3 of Public Relations, Departement of Communication Science, Faculty of Social & Politic Science (FISIP), University of Indonesia (UI) <b>GPA</b> : (Highest GPA Score among Male D3 Collegian at FISIP UI, 2009.
<b>2003 - 2006</b>	55 Government Senior High School, Jakarta



### ORGANIZATIONAL EXPERIENCE

<b>2004 – 2005</b>	Chief Editor of School Magazines at 55 Senior High School, Jakarta
<b>2004 - 2005</b>	First Secretary of Photography Union at 55 Senior High School, Jakarta
<b>2004 - 2005</b>	Head of Education Curriculum Division of Photography Union at 55 Senior High School, Jakarta
<b>2004 - 2005</b>	Head of Commision B MPK (All-Class Representative Deliberation Council) at 55 Senior High School, Jakarta
<b>2005</b>	Supervisor of School Sport Competition at 55 Senior High School, Jakarta
<b>2005</b>	Head of Decoration Division on SNEAPLLE Show (Annual School Art Exhibition) at 55 Senior High School, Jakarta
<b>2006 - 2007</b>	Vice Head of Public Relations Collegian grade 2006, at FISIP UI, Depok
<b>2006</b>	Head of Creative Division on OPERA Magazine (Magazine of Public Relations Collegian grade 2006), at FISIP UI, Depok
<b>2007</b>	Head of Publication & Documentation Division at Public Relations Collegian's Internal Gathering, at FISIP UI, Depok
<b>2007 - 2009</b>	Head of Print Publication Division of KMPS (All-Public Relations Collegian Representative Deliberation Council), at FISIP UI, Depok
<b>2008 - 2009</b>	First Secretary of Fullframe (Official Faculty Photography Union), at FISIP UI, Depok
<b>2008</b>	Head of Creative Division on "Bedah Kampus UI – Return" (Annual Official University Publication Fair, at UI, Depok
<b>2012</b>	Delegation for Indonesian on "2012 China-ASEAN Youth Camp" with theme "Youth Employment and Entrepreneurship", to commemorate "11 <sup>th</sup> China-ASEAN Leaders Meeting", at Beijing & Nanning, China.



### SKILLS

	Subject	Beginner	Intermediate	Advanced
<b>Computer Literate</b>	Microsoft Word 2010			X
	Microsoft Powerpoint 2010			X
	Microsoft Excel 2010		X	
	Microsoft Picture Manager 2010			X