

A.Artiliani



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Working Experience

PT.Fujifilm Indonesia

Hiring Date: November 2016 - Present

Current Position: Marketing for Instax (Photo Imaging Div.)

Direct Report: Instax Sales & Marketing Manager

Main Duties:

Creating product demand by developing product launching, campaign, co branding, exhibition and POSM.

Digital

- Develop Social Media brand account including wording and image
- Maintain social media brand communication through social media.
- Develop social media campaign on Instagram/Facebook
- Maintain relation with buzzer and media

Exhibition

- Planning school to school, mall to mall and hang out place exhibition
- Develop ideas with vendor
- Vendor payment administration

Media Placement

- Meeting with media
- Advetorial and ads placement content approval
- Media payment administration

POSM (Point Of Sales Material)

- Determine the right vendor for developing Instax POSM for dealers store
- Develop Instax content for POSM

- Determine what type of POSM will be used
- As a liaison between brand and vendor
- Make sure all the results meet the qualification

Instax Special Project

- Develop Instax photo album by scrapbook
- Fujifilm showroom window display
- Thematic photo sample for social media
- Exhibition display

Sponsorship

- Specify the sponsorship form
- Preparing any kind of sponsorship needed (ex: FOC for Instax)
- Make sure the sponsorship form meets the brand and company requirements

Prepare Monthly and Weekly Report to Instax Sales and Marketing Manager

- Project list (done/on progress/pending)
- Submit marketing plan
- Project result

PT. Daya Solusindo (Brightstars digital advertising agency)

Hiring Date: June 2014 – November 2015

Current Position: Social Media Specialist

Direct Report: Social Media Director and Account Executive

Main Duties:

Develop Editorial Planning or EP. Editorial Planning is a content of proposed media communication program as a bridging communication between brands and social media users. Such as Facebook, Twitter, Instagram, Pinterest and Youtube

Editorial Planning

- Develop Social Media brand including wording and design as well
- Maintain brand's social media communication through Facebook, Twitter, Instagram, Pinterest and Youtube.
- To ensure the design for the content meets brand's requirement

Maintain Customer Service on Social Media brand

- Respond to comments or questions on Social Media brand
- As a liaison between social media brand user and the brand itself

Prepare Monthly Report to Social Media director and Account Executive

- Social Media brand engagement
- Social Media brand KPI or Key Performance Indicator such as Social Media brand TAT (Talk About This) on Facebook
- To ensure the achievement of Likes, followers and subscribers on social media brand, to meet client's requirement

Internship Experience

1. Gushcloud Indonesia

Hiring Date : 1 Juli 2013 – 30 Agustus 2013
Current Position : Media Acquisition
Direct Report : Creative and Campaign Management

Main Duties:

Promoting Gush Ad

- Promoting Gush Ad on social media Twitter
- Promoting Gush Ad's new campaign on Twitter
- Distribute Gush Ad posters to a few high school and university in Jakarta

Find Endorser for Gush Ad

- Contacting future endorser for Gush Ad

Educational Background

- Institut Pertanian Bogor,
Graduated in 2014, hold a degree as Diploma 3 in Communication
- SMAN 6 Bogor
Graduated in 2011, Certified
- SMPN 2 Bogor
Graduated in 2008, Certified
- SD. Bina Insani Bogor
Graduated in 2005, Certified

Informal Institution:

- International Language Program, in year-2008 certified in Intermediate

Skills

- Language:
Fluently both spoken and written in English
- Computer Literate
MS Office: (Word, Excel, Power Point)
- Design Programs
 - Corel Draw X4
 - Photoshop CS 8