

# Adri F. Ponsen

Corporate Communications and Public Relations Specialist

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## EXPERIENCE

### **Primehouse Media, Jakarta — Head of Social Media Marketing**

April 2014 - Present

Lead the Social Media Marketing Division from planning to evaluation of client's social media strategy and finding new business for the company to grow.

Clients handled: IClean Indonesia, SAE Indonesia. Oscar Living

### **Cognito Communications Counsellor, Jakarta — Senior Associate and Digital Media Specialist**

March 2010 - March 2014

Managing and coordinating corporate communications activities such as media analysis, providing strategic counseling, developing business communications material, disseminating to the right media outlets and performing internal and external communications for clients and businesses in various industries. The digital media specialist is a specialist role in which to perform digital media activities including web development, blog management and social media management.

Clients handled: Toshiba Laptop SG, British Petroleum, General Electric, Fonterra Brands Indonesia, Allianz Regional .

### **Burson-Marsteller Indonesia, Jakarta — Associate and Digital Strategist**

November 2008 - February 2010

Coordinating media monitoring tasks for clients, developing strategy and tactical Public Relations Plan, assisting clients for media coverages and preparing media releases, byline articles and FAQ sheets for clients behalf.

## EDUCATION

## SKILLS

Communications strategy, Account Management, Brand Communications, Integrated Reputations Management, PR Writing, Blog Management, Web copy development, Stakeholders mapping and engagement, media monitoring, social media monitoring and event management.

## AWARDS

- The best campaign for Social Marketing, *Majalah Mix*, 2010 for 1000 Langkah Sehari campaign for Fonterra Brands Indonesia.
- The best PR Consultant for Local Agency, 2011

## LANGUAGES

Indonesian, English

## **University of Indonesia, Jakarta — Master in Social Science**

September 2004 - June 2006

Graduated for Communications Management with 3,29 GPA

## **University of Pelita Harapan, Jakarta - Bachelor Degree in Social Science**

MONTH 1997 MONTH 2001

Graduated for Journalism Studies with 2,75 GPA

### ● **Professional Lecturer in Communications (2010–Present).**

- Lecturing Public Relations and Communications theory in University of Bunda Mulia, University of Mercu Buana and University of Indonusa Esa Unggul

