

Curriculum Vitae

Ade Nurkholis Majid

Digital Strategist, Brand Specialist

Working Experience 2 Years 11 Month



Personal Info

Gender : Male

Birth date : Pemalang, 17 October 1991

Status: Single

Religion : Moslem

Domicile: Jln. Aipda KS Tubun No. 1E, Slipi

Contact : 087870631877 / 085778264932

E-mail : ade.majid@ymail.com

Education

1997-2003 : SD N 7 Randudongkal

2003-2006 : SMP N 1 Randudongkal

2006-2009 : SMA N 1 Pemalang

2009-2012 : Diploma IPB Manajemen Informatika (IPK 3,46)

bachelor's degree On-progress

Working Experience

- Digital Strategist at **Kompas Gramedia** (2014-Now)
 - Programmer & Web Content strategist at **Klix Digital - Digital Agency** (2012-2014)
 - Internship at **PT. Taspen (Persero)** Bogor (2012)
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Technical Skill

- | | | |
|---------------------------|----------------------------|-------------|
| - Digital Marketing | - Content Strategy | - Photoshop |
| - Media Planning | - Information Architecture | |
| - Social Media Strategist | - Brand Management | |
| - Project Management | - Programming | |

Brand Handle (Portofolio)

- | | | |
|---------------------|----------------------|--------------------------------|
| - Intisari Magazine | - brighterlife.co.id | - Email Marketing Indosat |
| - iDEA Magazine | - Closeup | - Email Marketing bank Mandiri |
| - bca.co.id | - System EBC BCA | - willihave (development) |
| - sewatama.co.id | - SEM Sariwangi | |

Job Description

Digital Strategist - Kompas Gramedia (2014 - Now)

1. Fully responsible for strategy communication, ATL brand campaign.
2. Create creative proposal campaign for potential clients.
3. Project management for running campaign.
4. Give practical solution for negative issues of brand.
5. Create concept of strategy for branding product on social media tools.
6. Plan and doing paid advertising to increase brand awareness.

Programmer and web content strategist - Klix Digital (2012 - 2014)

1. Development and Customization of digital assets for clients.
2. Provide best solutions about digital campaign marketing.
3. Do strategy communication for support running client's campaign.
4. Maintenance client's website.

Expected salary IDR 5.000.000