

# *creative* **PORTFOLIO**

DIGITAL MARKETING



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*welcome to*  
**CREATIVE FDX AGENCY**

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**ABOUT ME**

**VISION / MISSION**

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# *introduce* **ABOUT ME**

FDX Agency is a business unit of PT Astria Sukses Internasional that focuses on campaign strategies based on KOL (Key Opinion Leader), KOC (Key Opinion Consumer), and Buzzer Activation to help brands increase visibility, engagement, and sales in a measurable manner.





# VISION

Menjadi agency KOL, KOC, dan Buzzer terpercaya yang menghadirkan campaign digital kreatif, terukur, dan berdampak nyata terhadap pertumbuhan brand di era media sosial.

**MORE**

# MISSION

- 1 Menghubungkan brand dengan KOL/KOC/Buzzer yang tepat berdasarkan data dan relevansi audiens.
- 2 Menciptakan strategi campaign yang tidak hanya viral, tetapi juga menghasilkan engagement dan conversion.
- 3 Mengoptimalkan kekuatan KOL, KOC, dan Buzzer untuk membangun awareness, trust, serta hype secara maksimal.

**MORE**

# *project* PORTFOLIO

Presentation are communication tools that can be used as demonstrations, lectures, reports, and more. it is mostly presented before an audience.

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**KOL CAMPAIGN**

**KOC CAMPAIGN**

**BUZZER EVENT**

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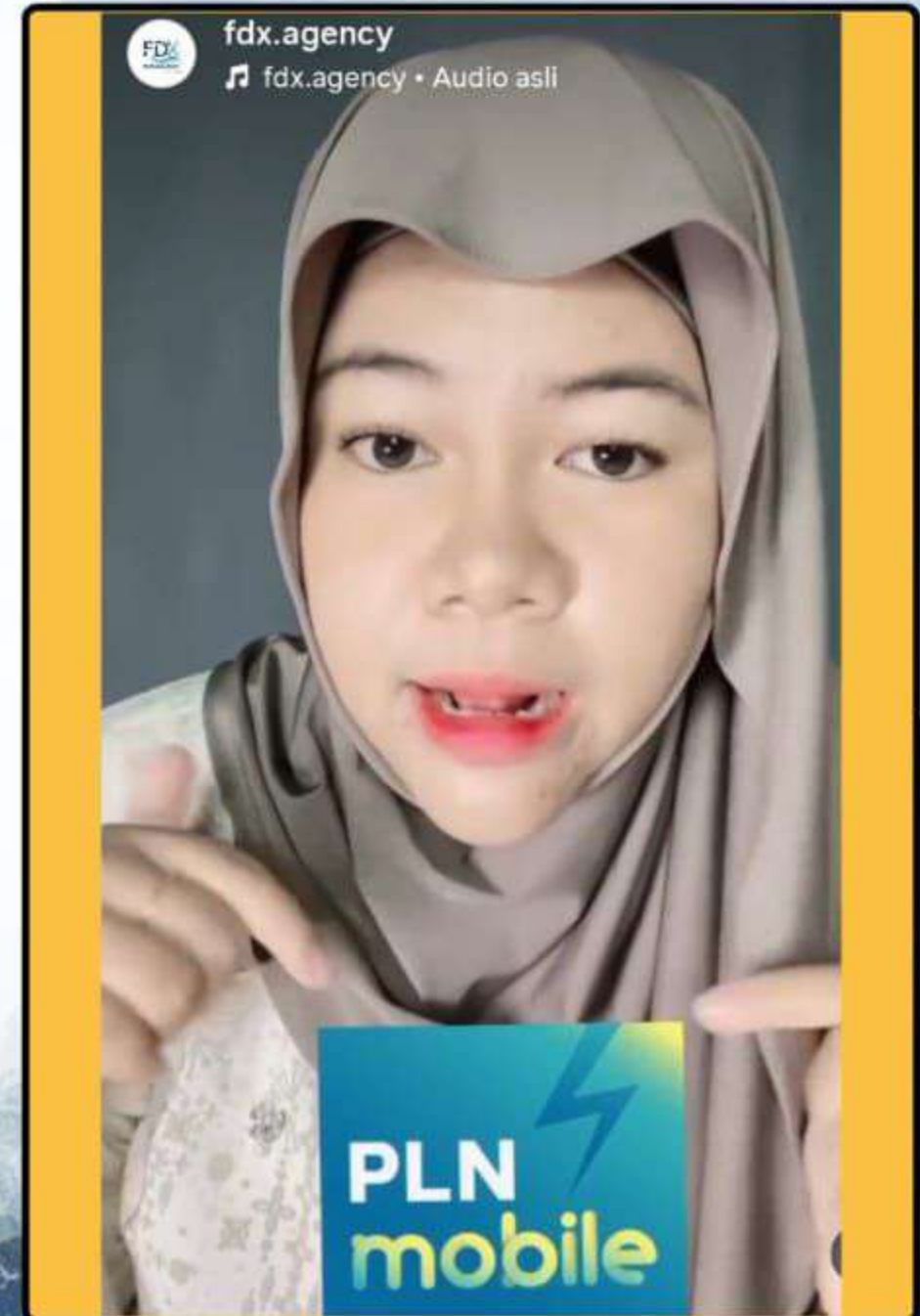
# OUR PREVIOUS WORK

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## KOL Campaign PROJECT 01

Campaign KOL With PLN Mobile &  
Miseum Skincare

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# OUR PREVIOUS WORK

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## KOL Campaign PROJECT 02

Campaign KOL With Glow and  
Lovely & Implora

more >>





## KOL CAMPAIGN MAYASI KENTUCKY

BELI DI INDOMARET 🥰





FDX MANAGEMENT

# KOC CAMPAIGN

Campaign Good day &  
Shampo Sunsilk

Sunsilk



Good day





# BUZZER EVENT

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XCMG Jiexpo



Sensodyne



Secret Garden





*Let's work*  
**TOGETHER**