

CURRICULUM VITAE

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Adhitama P. Prakarsa

Business & Marketing Enthusiast

My name is adhit. I am a 6th semester student in Communication Management, Communication Faculty, Padjadjaran University. In my department, I studied various communication sciences such as consumer behavior, marketing communication, digital marketing, advertising management, direct marketing, etc. I have also experience in Business Development, brand activation, communication strategic, and customer relations management through Brodo internship and my clothing and business. I passionate in business, marketing and technology.

MY SPECIALITIES



Business Development



Marketing Communication



Brand Activation

EDUCATION



From 2015 - Now

Computer and Networking Engineering
1 National Vocational High School Katapang



From 2015 - Now

Communication Management
Padjadjaran University

WORK SKILLS

- ✓ Marketing Communication
- ✓ Business Development
- ✓ Digital Marketing
- ✓ Customer Relations Management
- ✓ Event Management
- ✓ Social Media Marketing
- ✓ Content Writer

LANGUAGE SKILLS



Bahasa Indonesia
Mother language



English
Basic level

WORK EXPERIENCE



IT Technicians

From 2014 to 2015

PT. Ardhani Karya Mandiri (Jasa Marga's Contractor)

CCTV & Computer Network services, Radio services.



Community Relations Officer Internship

From July to September 2017

PT. Brodo Ganesha Indonesia (Brodo Footwear)

Being in charge of the Customer Relations Management, Brand Activation, etc.

COLLEGE EXPERIENCE

Organizational

- Bem Kema Unpad (2015 - 2016) - Public Relations & Alumni Staff
- Bem Bima Fikom Unpad (2017 - 2018) - Entrepreneurship Staff
- Hima Mankom Unpad (2017 - 2018) - Vice Head Of Academic & Profession

Events

- Lalala Fest 2017 - Tenants Volunteer
- Ootrad Unpad 2016 - Volunteer PIC
- Permata Bank Gathering 2018 - EO Freelancer
- Brodo X Famo "Find The Gentlemen" - Project Coordinator & Conceptor

Dear Talent Acquisition of GO-JEK INDONESIA,

My name is adhit and I am writing to express my interest in internship as Project Management Intern at GO-JEK INDONESIA. I am a 6th semester student in Communication Management, Communication Faculty, Padjadjaran University. In my department, I studied various communication sciences such as consumer behavior, marketing communication, digital marketing, advertising, business communication, etc.

I, as an excited youth, am very interested in marketing and technology business. I believe that Technology Business and Marketing itself can make people's life simpler and easier. Therefore, I would like to have the opportunity to gain experience and contribute in a professional environment in GO-JEK's team.

For information, I interned in Brodo as a customer relations officer. In this position, I learned how to make a good relations with Brodo's customers, learned about customer behaviour's Brodo, working with the other brands, making Contents and manage social media of Brodo and Find The Gentlemen etc. My last assignment and my two interns at Brodo were to create and manage a brand activation program within 1 month. Brand activation was named "**Brodo X Famo: Find the Gentlemen**" which aims to strengthen brand image and brand awareness. This campaign itself is the first brand activation brodo. The campaign consists of photography competitions, photography exhibitions, music gigs and photography seminars. In short, brand activation is within 1 week followed by 1000+ participants, 1000 + post instagram, and covered by online media, merdeka.com, ayobandung.com, provoke-online.com, and in post also by instagram influencers. This first brand activation can be quite successful and is a very valuable experience for me.

I also run a business. The business is a clothing convection named "**Konveksi Wybansh Saputra**" which sells clothing production services for students, offices, etc. I am here in charge of business & marketing. The strategy that I use is a strategy of customer relations management and digital marketing especially instagram and line. I believe that strategy of customer relations management is an effective and efficient one because if I treat my customers in special way, they will re-purchase, advocate us and recommended to their friends. This will cause word of mouth, in the end. In addition, I use social media, **Instagram** as product catalog and instant messenger, **Line** as business contact. In addition, I manage business & marketing **hygge.lyfe**. **Hygge lyfe itself** is my college business project that sells bags. In this brand, I take care the operations & marketing of hygge include production, contents, sales, and the social media moodboard.

Hopefully this experience could be the basis for me to be accepted internship In GO-JEK INDONESIA. As you know, I still really need experience in techonology business world, especially in professional work environment. I have attached Curriculum Vitae where you can find more information about me and do not hesitate to contact me if you need further clarification. In addition, I would like to say that I can be placed in Jakarta in the period of August - November. Thanks for your time and consideration, I can not wait for good news about this internship opportunity. Thank you.

Best regards,

Adhitama Putra Prakarsa



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PORTOFOLIO

A. Instagram Digital Strategy

Here are some instagram accounts and businesses I've managed from brand, manufacturing and event.



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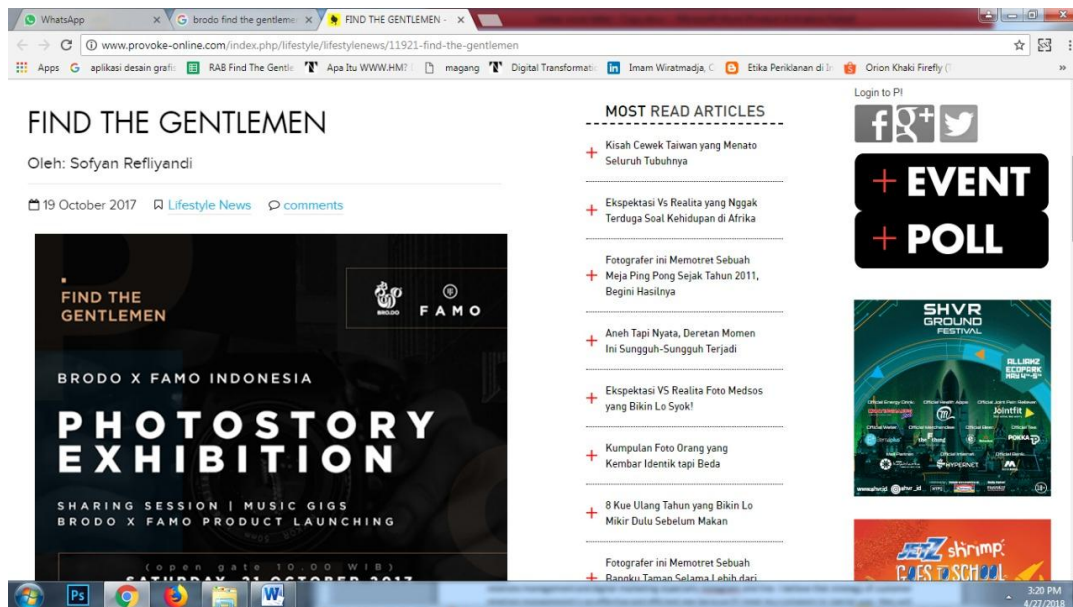
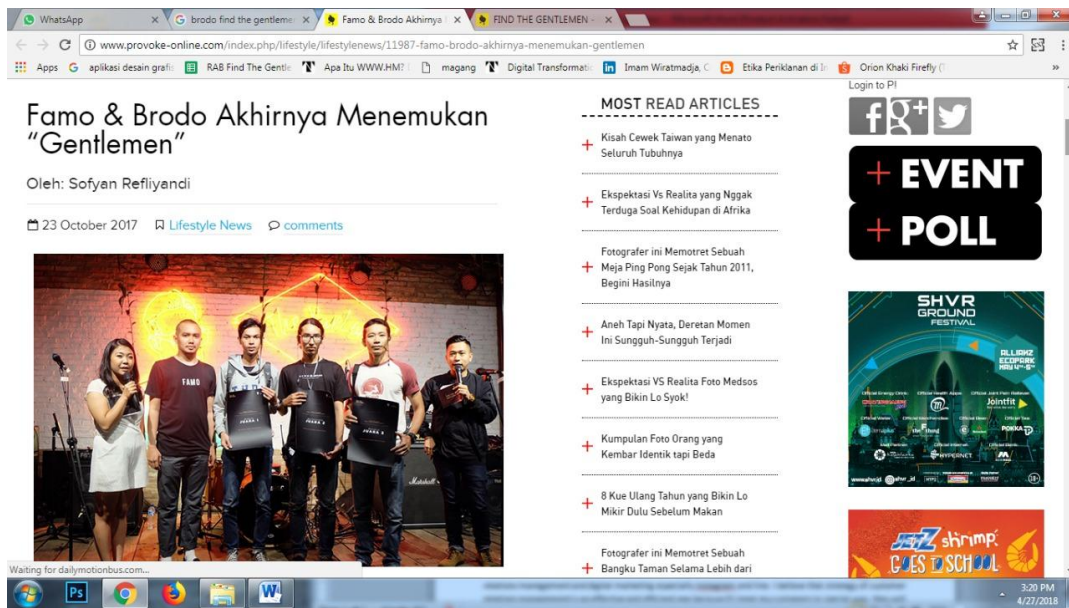
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B. Find The Gentlemen (The First Brand Activation of Brodo)

I am with two of my friends make a campaign in the form of brand activation that is "Find The Gentlemen" which consists of photography competition & exhibition, seminar & music gigs. Here are some media covering this event that I have ever held.



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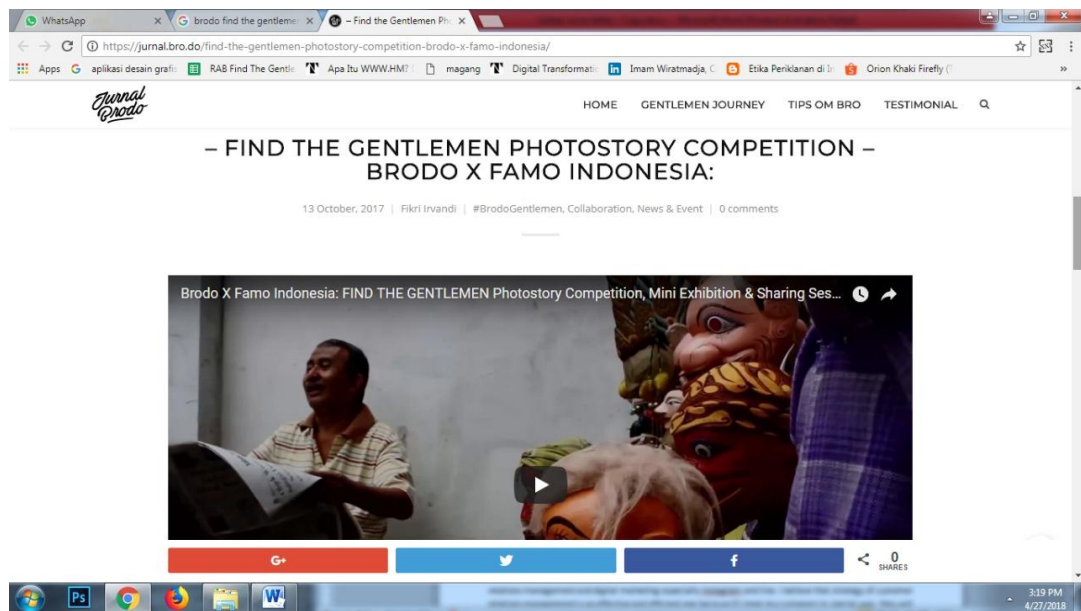


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C. Artikel yang saya buat

Here's an article I made during my internship at Brodo. His account was Fikri Irvandi, my mentor when I was internship.



D. COMPETITION PROJECT

I have also participated in several creative strategy races as follows:



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JWT DISCO

Here I try to create creative strategy in the form of poster "solution for electronic waste". I am trying to connect electronic waste to the music platform so that young people are aware of the issue of electronic waste.

EXCHANGE WASTE

Make a change together
Make the world better.

PROBLEM

Electronic waste or e-waste is very harmful to human health and the environment. However, most people are not yet aware of the dangers, especially Indonesians. How to make people aware of this issue and participate in reducing e-waste and prevent the environment is not contaminated by e-waste?



INSIGHT

People love to see themselves being **agents of change** and contribute to making the world better. In addition, people are also happy to **get rewards** for what they did.

IDEA

EXCHANGE E-WASTE!
Creating an eco-friendly cafe of e-waste that is given by the people.

Story Line
One e-waste from one person exchanged with one Joox VIP Account, making Cafe from that e-waste, then, at the end making a Music Concert for Cafe's opening

STRATEGY

1. Using Raditya Dika as a **Campaign Ambassador** to promote "Exchange e-waste" campaign in social media. People also must **share campaign** in their social media after exchange their e-waste.
2. **Roadshows** to schools, campuses, public spaces, malls and offices for campaigns and gathering e-waste (Monitor CTR, Mobile, Computer Hardware, etc.) from people. In addition get a Joox VIP Account, people also get raffle tickets for the opening concert. Exchange of e-waste can also be through the website www.exchangewaste.com by using a specific courier service.
3. The result of gathering e-waste will be made into an **Eco-Friendly Cafe** interior. Cafe itself consists of three main concepts, **Arcade** "ding dong and 8-bit games", **Gallery** of old electronic equipment, and a place to **hang out**.
4. Cafe opened with a **Music Concert** presented by Bapedal and Joox. The concert inviting popular International Musician "The Chainsmokers", and other Indonesian artists.



Presented by :





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PEKAN KOMUNIKASI UI

Here I try to make creative proposal "rebranding of Indonesian traditional game". I tried to rebranding the traditional game called "boy-boyan".



1



BACKGROUND

- Boi-boyan merupakan permainan tradisional yang berasal dari Jawa, yang dimainkan oleh dua kelompok, yaitu kelompok yang bermain dan kelompok yang berjaga. Masing-masing kelompok terdiri atas dua orang atau lebih.
- Kelompok yang berjaga melempar bola untuk mengenai kelompok yang bermain dengan cara bola harus dioper kepada anggota kelompok lainnya sambil berusaha mengejar dan melemparkan bola.
- Apabila mereka berhasil menyusun pecahan genteng tersebut, mereka bertiak 'Boi-boi' yang artinya mereka memenangkan permainan.

2



PROBLEM

- Permainan tradisional salah satunya boi-boyan sudah mulai terlupakan dikalangan anak-anak karena anak-anak cenderung menyukai permainan elektronik di gadget.
- Akibat dari memainkan gadget secara berlebihan, anak-anak mulai mengalami masalah kesehatan dan sosial.

TARGET AUDIENCE

Demografis : Anak-anak yang tinggal di kota besar // 6-12 tahun. // Memiliki orang tua Upper Middle Class (SES A-B)

Psikografis: Anak-anak yang suka dengan Cartoon dan mainan.



INSIGHT

Anak-anak tidak mau memainkan permainan tradisional "boi-boyan" karena anak-anak lain tidak memainkannya.

SOLUTION

Mengajak anak-anak untuk memilih permainan tradisional "boi-boyan", dibandingkan dengan permainan elektronik yang ada di gadget mereka.

MESSAGE

Simpan gadgetmu, ayo main boi-boyan bersama teman-teman-mu!

WHAT TO SAY

"Daripada main sendiri, mending main boi-boyan rame-rame!"



5

IDEA!

Membuat sebuah Cartoon tentang "boi-boyan" yang berjudul "Hit & Run" di TV dengan packaging yang modern sehingga dapat menjadi pop icon di kalangan anak-anak dan membuat permainan tradisional "boi-boyan" kembali populer.



6

WORKFLOW



1. TV CARTOON



2. MERCHANDISE
HIT & RUN SET BOX, ACTION FIGURE & CLOTHING



3. COMPETITION

CARTOON

Premis :

Seorang anak yang pindah ke kota lain dan menemukan permainan "boi-boyan" yang menarik di sekolah barunya, lalu ia mulai menyukai permainan "boi-boyan" tersebut hingga ia ber cita-cita untuk menjadi seorang pemain "boi-boyan" profesional, namun dalam perjalanannya ia harus melawan pemain dari sekolah lain yang memiliki kemampuan jauh diatas dia.

Detail Cartoon :

- Cartoon diberi nama "Hit & Run" sesuai dengan inti permainan boi-boyan.
- Cartoon terdiri dari 16 episode yang memiliki durasi tayang 30 menit/episode dan ditayangkan setiap Minggu jam 08.00 di rcti.

Selling Point :

Mengangkat kembali Budaya asli Indonesia "boi-boyan" yang mulai dilupakan dengan dikemas secara modern agar lebih menarik.



Detail ilustrasi kartun menggunakan kanvas 30x40cm



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MERCHANDISE

Setelah 5 episode, kita akan me-launching mainan berupa hit & run set box, action figure serta clothing. Merchandise bisa didapatkan online di website resmi www.hitandruncartoon.com serta website e-commerce seperti Tokopedia dan Bukalapak. Selain itu, dapat juga didapatkan di offline store kami di toy city dan beberapa toko mainan terdekat di rumah anda.



HIT & RUN SET BOX



ACTION FIGURE



CLOTHING

COMPETITION

Kompetisi ini melibatkan partisipan dari sekolah dasar yang berasal dari Jakarta, Bogor, Depok, Tangerang, Bekasi dan Bandung.

Kompetisi ini berhadiah total sebesar 10 juta! dan pemenang akan diangkat menjadi ambassador HIT & Run.



Host : Joshua Suherman & Tasya Kamila
Dimeriahkan oleh : Bastian Steel, Coboy Junior dan Dherina karena artis-artis tersebut merupakan icon anak-anak baik dahulu ataupun sekarang.

Kompetisi ini akan diliput oleh media cetak dan online sehingga membuat boi-boian semakin populer. Kompetisi ini juga disponsori oleh Bank BRI, Milo dan didukung Kemendikbud dan BEKRAF.



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