

IVAN SIMADIBRATA

5/01/1990

08 164888837

S1 PRODUCT DESIGN
DUTA WACANA CHRISTIAN UNIV.
IPK 3,12/4.00



WORKING EXPERIENCE

ASTRA MOTOR // 2012 - NOW

My 4 years experience in Astra Motor has been formed me as a complete package of 360 degree communications coordinator. Along those years, I've manage to handle ATL/BTL for Honda in Jawa Tengah, Maintaining Brand Positioning, Public Relations, and currently managing the digital strategy and content management.

• ATL/BTL

My responsibility was to control roadshow, exhibition, and sales activity program held by Dealer, run a Regional Public Launching - from small to big scale event. I also manage to maintain Honda's brand image and positioning through Above the Line strategy.

• Public Relations

Press Conference, Issue Management, Media Monitoring, and Media Relations.

• Social Media Strategy & Content Management

Currently, I trusted to manage and maintain Honda's brand position through an excellent engagement in social media (Facebook, Instagram, Youtube, & Twitter). My responsibility is including managing social media strategy, and creative content creator.

• JUNE-DECEMBER 2016

