



# Sultanyono Tan

LIGHTHOUSE BRANDING STUDIO

## CURRICULUM VITAE



### FULL NAME

Sultanyono Tan

### NICK NAME

Sultan

### DATE OF BIRTH

31 Desember 1983

### PLACE OF BIRTH

Jakarta

### RELIGION

Christian



### ADDRESS

Cluster Bohemia 2 No. 15  
Paramount Serpong  
Jl. Boulevard Raya  
Gading Serpong - 15810  
Kel/Kec: Kelapa Dua



### LOCATION

6°14'40.9"S 106°37'09.9"E



### MOBILE

+62 878 81 187 187



### EMAIL

sultanyono.tan@gmail.com

### PERSONAL OBJECTIVES

- Accomplished Head of Creative Strategy offering 6 years record for multinational company with proven of successful result in planning and executing brands strategy by oversee emerging initiatives at the intersection of content, creative, and strategy.
- Enthusiast for creative working and creating new marketing ideas by collaborating effectively with corporate management as well as third parties that increase sales and brand awareness.

### PROFESSIONAL OBJECTIVES

To obtain in a Creative Brand Management position with a growing company that will challenge me to use my educational skills and past experience in a way that is mutually beneficial to both company and myself.

### PROFESSIONAL EXPERIENCE

#### 2018 FOUNDER

- LIGHTHOUSE (PT. LAVANA KREASI CEMERLANG)  
NOW



#### SEPT 2010 HEAD OF CREATIVE STRATEGY

ASIA PULP AND PAPER (SINARMAS GROUP)

- Day-to-day activities and responsibilities include:

- Planning, developing, and executing the promotions and strategies (visual, concept and marketing campaign) to establish and grow the brand presence by understanding the local aesthetic and culture of the market and presented to Top Managements.
- Generating and developing APP product main brands guidelines to build and strengthen brand visibility in the market.
- Collaborating with sales and marketing division to conduct market insight including market data analysis and consumer research, and advising the brand positioning, image and brand demand recommendation compare to competitors.

## SOCIAL MEDIA

 Sultanyono Tan  
 sultanyonotan

## SKILL

 Adobe Photoshop  



 Adobe Illustrator  


 Adobe InDesign  


 Pages  


 Keynote  


 Numbers  


Ms. Office  
 (word, excel, powerpoint)  


- Partnership with Product Business Unit teams to merge creative ideas and strategic thinking by developing innovative program to build brand image in the market.
- Developing dealer and end users marketing collateral and programs that promoted value proposition.
- Review and monitoring the annual budget prepared by Project Officers (account team) to ensure the implementation of marketing plan and strategy is effectively penetrating in the market.
- Monitoring and supervising in-house creative teams, agencies, photographers, printers, etc to ensure all creative material and visual communication meet the timeline and high quality deliverables that address all relevant requirement.
- Overseeing the consistency of final design and creative execution and has authority in pointing the suitable agencies, photographers, printers and vendors.
- Collaborating with Project Officer and sales marketing teams to oversee marketing campaign and activities in the market for further development.

## PROJECT ACHIEVEMENT:

- Successfully create the first integrated campaign for PPC category (IK Yellow 15th Anniversary) in Malaysian market.
- Successfully increase brand awareness as well as market share of IK Yellow PPC from 35 % to 47 % in Malaysian market since 2013 until 2015.
- Increased the brand awareness as well as market share of Galaxy Brite PPC from 15% to 27% in Dubai market since 2014 until 2016.
- Successfully maintaining SiDU as a largest market share in Indonesia since 2012 (83%).
- Won Favourite Stand Award Interfood 2013 for FOOPAK - APP Booth.
- Won Most Attractive Booth Philippines Printech 2013 for FOOPAK - APP Booth

## JAN ART DIRECTOR

2010 DDB INDONESIA

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## SEPT 2010

- Collaborating with Copywriters generating ideas based on client brief and report it to Creative Director before presented to the clients.
- Assisting team on design work needed for client's pitches.
- Responsible in art point of view for all creative project such as print advertising, choosing the suitable photographer/ 3D artist, etc.
- Creating design material and contribute to the conceptual and art direction for campaign based on client's brief.

- Maintaining the quality of work (creative material) based on timeline.
- Dedicated on BNI 46 projects - Credit Card, Corporate, Taplus, Griya.

**DEC** **ART DIRECTOR****2007** *MCCANN WORLDGROUP INDONESIA*

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**DEC**  
**2009**

- Collaborating with Copywriters generating ideas based on client brief and report it to Creative Director before presented to the clients.
- Assisting team on design work needed for client's pitches.
- Responsible in art point of view for all creative project such as print advertising, choosing the suitable photographer/ 3D artist, etc.
- Creating design material and contribute to the conceptual and art direction for campaign based on client's brief.
- Maintaining the quality of work (creative material) based on timeline.
- Handling some big clients such as Wall's, Abbott, GSK, Galenium (Oilum, JF Sulfur, Caladine), Vaseline, MasterCard, Nestle Breakfast Cereal, etc.

**DEC** **JR. ART DIRECTOR****2006** *MCCANN WORLDGROUP INDONESIA*

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**DEC**  
**2007**

- Collaborating with Copywriters generating ideas based on client brief and report it to Creative Director before presented to the clients.
- Assisting team on design work needed for client's pitches.
- Responsible in art-based area for all creative project such as print advertising, choosing the suitable photographer/ 3D artist, etc.
- Handling some big clients such as Wall's, Abbott, GSK, Vaseline.

**AUG** **JR. ART DIRECTOR****2005** *MCCANN WORLDGROUP INDONESIA*

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**NOV**  
**2005**

- Assisting Senior Art Director to create visual communication design for some big brand such as Walls, Healthcare brand such as Abbott, GSK, etc.
- Learning the creative process in advertising scope (brainstorming, art directing, working with photographer, TVC production house, online-offline process, etc).

## EDUCATIONAL BACKGROUND

### 2002 UNIVERSITY

*BINA NUSANTARA UNIVERSITY - JAKARTA*

Bachelor's Degree in Visual Communication Design

Graduate: 2006 with GPA: 3.74

### 1999 SENIOR HIGH SCHOOL

*SMUK 3 BPK PENABUR - JAKARTA*

Majoring in Natural Science

### 1996 JUNIOR HIGH SCHOOL

*SMPK 2 BPK PENABUR - JAKARTA*

### 1990 ELEMENTARY SCHOOL

*SD KEMURNIAN - JAKARTA*

## ACHIEVEMENT

- Plaza Design 2005 "DISEASE" Creative Team
- Vice Head of HIMDKV Bina Nusantara 2003 - 2005
- Bina Nusantara delegation for Kriyasana Mahasiswa Desain Grafis Indonesia 6 (KMDGI 6)
- Creative Team Gedung28 for Indonesian Trade Expo 2006
- Best Graduates Bina Nusantara 2006
- Award of Excellence RX Club 2009
- Asia Pulp and Paper (Sinarmas Group) Best Employee 2014