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**Not a measurement!**,  
whatever displayed here are not simply  
measurements of self potential, but more towards  
the magnitude of boundless creative potential.

**You are welcome to calculate!**

ZULKIFLI MARDIN / LETTER

Dear Sir,

My name is Zulkifli (Oel), I am very interested to become one of your valuable member of your creative team. I am looking forward to show you that I could be a vital part of your operation—how I've turned ideas into reality.

At your convenience, I would like to arrange for an interview. In the mean time, I have enclosed my resume. You may reach me at **081219828606** or e-mail address **zmardin@gmail.com**

Thank you for taking time to review my CV.

Sincerely,

Zulkifli Mardin

## FACTS...

- **More than 10 years experience as a Creative:**
  - October 2008 – Now / Xstreamworld / Creative Director.
  - January 2008 – September 2008 / Planet H2o (Colman Handoko) / Senior Art Director.
  - June 2004 – December 2007 / Afterhours Group / Senior Graphic Designer.
  - July 2002 – June 2004 / Darwis Triadi Photography Jakarta / Art Director
  - April 2002 – July 2002 / PT Best Food Nusantara Jakarta / Advertising & Visual Art Coordinator
  - December 2001 – March 2002 / PT Townland Consultant, Jakarta / Graphic Designer
  - December 1996 – December 1997 / ProAd Komunika Bandung / Graphic Designer
- **A degree from a reputable university:**  
Sekolah Tinggi Seni Rupa & Desain Indonesia (STISI) Bandung/S1  
Desain Komunikasi Visual.
- **Highly qualified in handling various clients/brands:**

ABN Amro

Bank Danamon

Bank Ekspor

Indonesia

Bank Mandiri

Bank NISP

BNI

Bola Dunia

Citibank

Commonwealth

Danareksa

HSBC

Sampoerna

Telkomsel

Trakindo

Total E&P Indonesie

Petro China

CNOOC

etc...





ABN Amro  
Changing Calendar 2006





ABN Amro  
iTravel Credit Card  
Agenda 2006  
Desk Calendar 2006



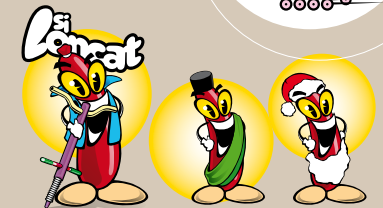
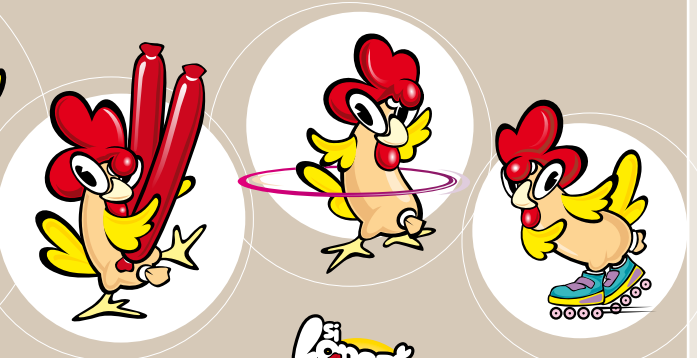


Fortune Indonesia  
Annual Report &  
Company Profile  
2009





GaGa  
Sosis GaGa Campaign  
Pitching





Kobelco  
Company Profile





COMPANY PROFILE



**Alfamart**  
*Belanja pintar, harga pintar*



Alfamart  
Company Profile





Book  
Land of Water





18

success of franchise business –  
hand in hand for shared prosperity

Alfamart Franchise  
Tumbuh dan Berkembang

Tahun	Jumlah Franchise	Persentase Pertumbuhan
2003	1,000	100%
2004	1,500	150%
2005	2,000	200%
2006	2,500	250%
2007	3,000	300%
2008	3,500	350%

**E**ntrepreneurial spirit is the key to the success of a business. It is the ability to identify opportunities and take action to exploit them. This is the essence of entrepreneurship. It is the ability to create value by identifying and exploiting opportunities. It is the ability to create value by identifying and exploiting opportunities. It is the ability to create value by identifying and exploiting opportunities.

**S**uccess is not a matter of chance. It is a matter of preparation. It is the result of hard work, dedication, and perseverance. It is the result of hard work, dedication, and perseverance. It is the result of hard work, dedication, and perseverance. It is the result of hard work, dedication, and perseverance.

Alfamart Franchise is a leading franchise company in Indonesia. It has a long history of success and a strong reputation. It is a leading franchise company in Indonesia. It has a long history of success and a strong reputation. It is a leading franchise company in Indonesia. It has a long history of success and a strong reputation.

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**PT Alfa Retailindo, Tbk**  
**a.f. a. Retail**

**SERILAS TENTANG PT. ALFA RETAILINDO, Tbk**

**F**inancial Report 2008 is the report of the company's financial performance for the year 2008. The report is prepared in accordance with the Indonesian Financial Accounting Standards (PSAK) and the International Financial Reporting Standards (IFRS). The report is divided into two parts: the financial statements and the management discussion and analysis (MDA). The financial statements include the balance sheet, the profit and loss statement, the cash flow statement, and the statement of changes in equity. The MDA provides a detailed analysis of the company's financial performance and the factors that have influenced it.

**D**uring the year 2008, the company has achieved a significant increase in sales and a decrease in operating expenses. This has resulted in a significant increase in profit. The company has also implemented various measures to improve its operational efficiency and reduce its costs. The company's financial performance is a result of the synergy between the Carrefour and Alfa Retailindo brands.





Bank NISP  
Desk Calendar 2007  
Paper Bag



JANUARI 2007	
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29	30
31	

Bank NISP



FEBRUARI 2007	
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Bank NISP



1<sup>st</sup> Winner  
Logo & Tagline Reksa Dana



1<sup>st</sup> Winner  
Logo Pendidikan Karakter Kemdiknas



2<sup>nd</sup> Winner  
Logo Visit Jawa Tengah 2013



Logo Jakarta Fashion & Food Festival







THANK YOU