

DONE SURYA HERLAMBAANG.S.E

PERSONAL INFORMATION

1. Name : Done Surya Herlambang
2. Place & Date of Birth : Jakarta, September 15th, 1976
3. Status : Single
4. Sex : Male
5. Nationality : Indonesian
6. Religion : Moslem
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OBJECTIVE

To be in the management that give satisfaction in work and full of creativity in order to have a better work environment, responsibilities and benefits. Explore more ideas of thoughts and getting more knowledge and experiences based on my background, experiences and interest.

SUMMARY OF QUALIFICATIONS

A Person with Specialization in Designs, (Graphic and Product Designs), and Marketing Brand Concept through the promotion activity co-operate with the marketing team to build the work plan from planning, organizing, operating, and also have work experience in marketing areas covering advertising and designs, sales and promotion, public relation, entertainment and event organizer.

ADDITIONAL SKILLS

PC literate – (Microsoft Office, and Graphic design; Adobe Photoshop, Illustrator, Corel Draw,)

WORK EXPERIENCE

March 2013 – Present PT Multi Wahana Asia Pratama, Exclusive Licensee & Distributor of KELME (SPAIN). Production Manager.

- Designing and developing KELME products for local markets and also the visual concept of marketing Communication for all printing Media Communications.
- Collaborate with Marketing Team to build a concept for KELME brand in Indonesia.

October 2011 – April 2012 TOKO GUNUNG AGUNG. TBk. Promotion Assistant Manager.

- Responsible for Designing the concept for Promotion Activity, Executing and Evaluating.
- Design for Store Images and supervising all the promotion Works, including Visual Merchandising, Public Relations.

September 2009 – March 2011 PT Miracle Sports Indonesia, Exclusive Licensee & Distributor of KELME (SPAIN). Business Unit Manager.

- Responsible for Development, Production and Promotional Plan to build KELME images as a sports lifestyle products including Budget Setting for annual Spent, executing, Controlling and Evaluating the Plan.
- Designing and developing KELME products for local markets and also the visual concept of marketing Communication for all printing Media Communications.

November 2004 – July 2009 PT ALLSPORTS'78 Exclusive Licensee & Distributor of KELME (SPAIN) and BROOKS (USA).Promotion Department.

- Responsible to make a Promotional Plan to build KELME images as a sports lifestyle products including Budget Setting for annual Spent, executing, Controlling and Evaluating the Plan.
- Build and maintain the relationship with Sports Press Media, Press-Stylist, Host, publication editors of Print & Television, Celebrities, Athletes, Soccer and Futsal Player and Record Labels, also with the Independent Culture Community (music & lifestyle) for strategic Brand placement
- Maintaining the endorsement & product placement with Artist, MTV's VJ & DJ, bands, Soccer Players, Futsal Players and other Public Figures.
- Held & organize Annual Event called “ KELME – FUTSALISMO ”in 2005, 2006 & 2007 which is successfully popularize Futsal as a new Trend in Soccer Sports

supported by entertainment, such as Dancers and Bands.

- Designing the visual concept for all printing Media Communications.
- Designing the visual Concept for Allsports Retail.
- Assisted the Product and Development Manager to Design & Identifying types or styles of shoes, apparel and accessories that are suitable to local Kelme's target market .

August 2004 – November 2004 PT FOCUS exclusive Licensee & Distributor of Freshkon Softlens Products, Promotion and Design Staff,

- Responsible to make all of the promotional items, such as advertorial print, exhibitions and media communications.

January 2002 – February 2004 PT Indosports Jaya (PUMA), Sales Executive. Marketing and Sales Staff of PT Indosports Jaya, the exclusive distributor and licensee of Puma products in Indonesia,

- Responsible to sell and distribute PUMA products all over Indonesia with the area including Jakarta, Bogor, Bandung, Yogyakarta, Surabaya, Ujung Pandang, Manado, Balikpapan, Samarinda, Banjarmasin..
- Maintaining the endorsement & product placement with Artist, MTV's VJ & DJ, bands, skateboarders, BMX Bikers and Health Clubs.
- Held & organize the PUMA Event on September 22nd, 2002 called " PUMA STREET GAMES" which is successfully corporated all of the extreme sports, such as; Skateboard & BMX supported by Street Breakdancers and Underground Bands.

Sept - 1999 Graphic Designs and Promotion Relationship for NOT Music Magazine

- Responsible for the magazine's artwork Design.
- Made the promotion strategy including the contents, media publications and circulations.

EDUCATION

Formal

1994 – 2001 Graduated from Trisakti University, major in Economic, Marketing Management

Informal

1996 English Course at LIA Pengadegan, Advanced level

2003 Graphic Design Workshop at Digital Studio.

INTERESTS AND ACTIVITIES

- Music (have a band with 1 independent album)
- Graphic Design (freelance designer for brochures, posters, pamflet, t-shirts).
- Member of POPARTFAIR Community www.popartfair.com
- Concept Designer in Difamata Sports EO
- Designer for ESDM (Energi Sumber Daya dan Mineral) Design House Consultant
- Freelance Designer for Danone Nations Cup 2013
- Freelance Designer for SC Johnson (Baygon)

LANGUAGES

English and Bahasa Indonesia

