

**LIVO FEBRUSA**  
11.02.1976



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Livo Februsa



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Taman Pesona Cirendeui B12  
Jl. Tarumanegara Cirendeui Raya



### EDUCATION

- Candidate – Master of Communications Science, Bakrie University 2022 – Recent  
Focusing in Marketing Communications
- Bachelor of Architecture – Technical Faculty, Pancasila University 1994 - 1999

### PROFESSIONAL EXPERIENCE

**CIRCA KINARYA ASIA** December 2021 – March 2023

Account Director

Lead the account, support strategy & creative direction to support Client’s business in advertising & communications

- Chairman of the People’s Representative Council of the Republic of Indonesia
- Automotive lubricants: Castrol Indonesia Digital & 360activities

**FOCUS INTEGRA MEDIA** June 2021 – October 2021

Account Director - Freelance

Lead the strategy ideas & creative development for Calender Exxonmobil – Federal Oil Calendar project 2022.

**PT SATYA LANGGENG SENTOSA (Roman Ceramics)** December 2018 – March 2021

Head of Marketing Communications

Lead communications & public relations activities for Roman Ceramics & RomanGranit brand, supervise team media, creative, event, digital & social media, and product development.

**MITOSIS CIPTA INDONESIA**

July 2018 – November 2018

Digital Account Director

Lead the account, support strategy &amp; creative direction to support Client's business in advertising &amp; communications

- Account lead for DigiBank Digital Bank from DBS Bank and Pegadaian Syariah

**FORTUNE INDONESIA**

January 2018 – June 2018

ATL - Account Director

Lead the account, support strategy &amp; creative direction to support Client's business in advertising &amp; communications

- Bank BNI Corporate & Digital Banking
- Djarum Corporate TVC Ramadan & Lebaran Campaign
- iYes Peanut 2018 TVC Campaign
- SCG – Thai Cement 2018 TVC Campaign

**HAVAS WORLDWIDE JAKARTA**

October 2016 – July 2017

ATL &amp; Digital – Digital Account Director

Lead the account, support strategy &amp; creative direction to support Client's business in advertising &amp; communications

- AQUAPROOF – New product packaging
- Wings So Klin Royale – Fabric Softener Digital campaign
- Sari Husada – SGM TVC Activation campaign – CSR
- QUADRA Porcelain Slab - Communication campaign & Activation

**YOUNG & RUBICAM INDONESIA**

October 2014 – October 2016

ATL - Associate Account Director

Lead the account, support strategy &amp; creative direction to support Client's business in advertising &amp; communications

- Danone - Mizone campaign
- Danone - VIT Water & VIT Levite campaign

**HAKUHODO INDONESIA**

January 2011 – October 2014

Associate Account Director

Lead the account, support strategy &amp; creative direction to support Client's business in advertising &amp; communications

- Astra Honda Motor Corporate "OneHEART SatuHATI"
- Astra Honda Motor Product Categories: Sport; Automatic; Cub (bebek)
- Astra Honda Motor Event Activities : Jakarta Fair, JMS
- Wangta Agung - Ardiles TVC Communication campaign 2013

**FORTUNE INDONESIA**

January 2010 – December 2010

Associate Account Director

Lead the account, support strategy &amp; creative direction to support Client's business in advertising &amp; communications

- Astra Honda Motor Corporate & product varian matic
- Astra Honda Motor AHM Oil & Honda Parts

**DENTSU INDONESIA**

October 2008 – December 2009

Account Manager

Support account, strategy & creative, make sure all the work in-line with the Client's business in advertising & communications

- Toyota Astra Motor : New Corolla Altis 2.0 ; Kijang Innova & Dyna
- Amerta Indah Otsuka -Pocari Sweat ATL Campaign education
- Amerta Indah Otsuka - Pocari Sweat BTL Campaign CSR "Satu Hati Cerdaskan Bangsa"

**DDB BRAINSTORM**

March 2006 – October 2008

Account Manager

Support account, strategy & creative, make sure all the work in-line with the Client's business in advertising & communications

- PermataBank for Product : KPRBijak & SME.
- Johnson&Johnson for Product : ShowerToShower & Clean&Clear
- Philips Lighting Lighting bulbs
- Mayora for Product : Milkuit

**FORTUNE INDONESIA**

April 2005 –February 2006

Business Development Manager

Developing strategic thinking & new business, also lead the launch of Amway, beauty category for Product Artistry

**STRATEGY ADVERTISING**

May 2004 –February 2005

Account Manager

Support account administration, strategy & creative, make sure all the work in-line with the Client's business in advertising

- FEDERAL INTERNATIONAL FINANCE
- BNI Life

**CABE RAWIT PARIWARA**

May 2002 – April 2004

Account Executive – Senior Account Executive

Support account administration, make sure all the work in-line with the Client's business in advertising

- Bank BNI Corporate Campaign "Mendengarkan Dengan Hati"
- Amway Corporate Tactical activities
- Sony Ericsson Tactical activities

**SINERGY COMMUNICATION**

November 2000 – December 2001

Project Officer

Field officer & runners for event support

**REKA ADIGAYA GRHACIPTA**

December 1999 – November 2000

Project Architect

Site Architect for contractor exteriors and interiors.

## **ORGANIZATION**

### **PANCASILA UNIVERSITY**

1994 - 1999

- Member of "Student Central Committee" – Architecture Department
- General Secretary of "Student Central Committee" – Architecture Department
- Chairman of "Senate Student Development Commission" – Technical Faculty

### **38 HIGH SCHOOL**

1991 –1994

- VICE CHAIRMAN OF "SCHOOL COMMITTEE – OSIS" SMAN 38
- Vice Chairman of "PASKIBRA" SMAN 38
- Journalist of SMANTILA – School Magazine" SMAN 38