

Hubungi

Griya Arga Permai Residence
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www.linkedin.com/in/primanandaak
(LinkedIn)
primanandaak.co (Personal)

Keahlian Teratas

Strategic Planning
Social Media Marketing
Photography

Languages

Bahasa Inggris (Limited Working)
Bahasa Indonesia (Native or
Bilingual)

Certifications

Inbound Marketing Certification
Human-Computer Interaction - HCI
Member
User Experience Design

Honors-Awards

Silver Winner KREATIFA Ad Festival
Bronze Winner PR Indonesia Award
2018 (for OJK)

Primananda Adi Kusuma

HCI/UX Designer
Daerah Istimewa Yogyakarta

Ringkasan

Creating digital experiences that make people's lives simple

Pengalaman

PT Asuransi Kredit Indonesia (Persero)
Project Management Office
Februari 2020 - Present (1 tahun 10 bulan)
Greater Jakarta Area, Indonesia

Appen

Social Media Evaluator
Juni 2017 - Present (4 tahun 6 bulan)
Seattle, Washington, United States

Working remotely as an individual consultant to review and rate content relevancy for a leading social media platform.

Otoritas Jasa Keuangan

Social Media Specialist
Agustus 2016 - Januari 2018 (1 tahun 6 bulan)
Greater Jakarta Area, Indonesia

Manage OJK social media channel under Directorate of Communication and International.

- Increasing social media engagements with minimum budget.
- Collaborative content planning with specific divisions.
- Creating social media campaigns to support financial literacy.
- Media monitoring and Issue handling over social media.
- Making educational infographics and animated videos.
- Obtaining verified status for Instagram, Twitter, and Facebook.
- Crafting various viral content about investment scams/fake SMS.

Akademi Berbagi Jogja

Social Media Officer
November 2015 - Desember 2016 (1 tahun 2 bulan)

Provinsi Yogyakarta , Indonesia

Contributing as a team to organize free weekly classes about different topics such as digital marketing, creative writing, social media, photography, and many others from reputable speakers.

- Approach reputable speakers to contribute in class.
- Collaborate with local venues to conduct the class.
- Create a participant registration workflow to simplify the class registration process while obtaining insightful data to support the class planning process in the future.

PopCult Digital Agency

Social Media Strategist

Desember 2015 - Mei 2016 (6 bulan)

Jakarta

Responsible for four reputable FMCGs brands for their social media strategic planning, digital campaign, and paid ads.

- Monitoring the daily performance of clients using analytics tools.
- Crafting content pillars with copywriters and creatives.
- Collaborating with KOLs and campaign monitoring.
- Create a monthly report with a strategy recommendation.

Universitas Gadjah Mada (UGM)

Talent Scout

Februari 2015 - Maret 2015 (2 bulan)

Yogyakarta dan Sekitarnya, Yogyakarta, Indonesia

Microsoft Smart Secondary City Project (MSSCP) is research on ICT and 12 cities development in Indonesia by Lee Kuan Yew School of Public Policy, in collaboration with UGM, and funded by Microsoft.

Catchlight Pictures Indonesia

Multimedia Designer (part-time)

Desember 2014 - Februari 2015 (3 bulan)

Provinsi Bali , Indonesia

Composing design of printable and digital media, also creating 74-page presentation slides and moodboard for Sari Husada Annual Meeting 2015 held in Bali, Indonesia.

Pendidikan

Universitas Gadjah Mada (UGM)

Bachelor of Arts (B.A.), Communication Science · (2008 - 2015)