



# ANDIN RAHMANA PUTRA

DIGITAL, BUSINESS & MARKETING

Magenta Residence, Jl. Magenta 6, RDE027, Summarecon Bekasi.  
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## SUMMARY

Digital marketing and business practitioner and lecturer who has been actively providing training, consultation, and digital services for more than 100 companies since 2011.

## EDUCATION

- 2021** MBA, Strategic Marketing  
**SBM, Institut Teknologi Bandung**
- 2020** Digital Marketing Programme (Short Course)  
Saïd Business School, University Of Oxford
- 2009** Bachelor Degree, Communication Studies,  
**FISIPOL, Universitas Gadjah Mada**

## WORK EXPERIENCE

### 2023- Head of Community Development

**Present** Purwadhika Digital Technology School

Develop event strategy and planning to give valuable impact for student and alumni, with notable projects: Digital Marketing Conference, Alumni Club Meetup, Executive Club Talk.

### 2019- Head of Academic Digital Marketing

**Present** Purwadhika Digital Technology School

Develop program and giving lecture for corporate training, with notable clients: Telkomsel, Telkom Indonesia, APRIL Asia, Alfamart, Bilibli, Astra Financial, Bank Danamon with level of satisfaction 4.8 / 5.0 and repeated purchases.

### 2019- Digital Strategy & Business Director

**Present** CikalBakal Creative Digital Agency

- Create tailored based digital strategy that match the business objective
- Maintain day to day digital marketing operational for clients:

- Energen	- Telkom Indonesia	- Exotic NTT	- Mangga 2 Square
- LP3I	- GBK	- Indosat	- PT INPP Tbk
- Asuransi Jasindo	- DJPPR Kemenkeu	- Garasi.id	- Wimili (KG Group)

### 2017- Digital Marketing Consultant & Trainer

**Present** Self Employed

Giving digital marketing consultation and training (project based) for clients:

- Lenovo Indonesia	- BNN	- Bank BRI	- Bank BNI	- Astra Honda Motor
- Prudential	- Sinar Mas	- NuSkin	- RRI	- Kompas Gramedia
- Perumnas	- Trans TV	- Shell Livewire	- AIA Insurance	- Mandiri Tunas Finance
- Ditjen Imigrasi	- Detikcom	- BPJS Kesehatan	- AXA Insurance	- 1.000 Startup Digital
- HK Infrastruktur	- Kumparan	- Dekoruma	- Jeep Indonesia	- Kalla Toyota

### 2018- Digital Strategy Manager - Financial Services

**2019** Trans Media Sosial - Group of CT Corp

- Create digital strategy that match the business objective for:  
Bank Mega, Mega Insurance, PFI Mega Life
- Lead team consist of creative content, analyst and graphic designer.
- Report directly to Head of Strategist, COO and CEO



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www.andinrahmana.com



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## WORK EXPERIENCE

- 2017-2017 Digital Marketing Manager**  
CT Corp - Synergy Division  
Collaborating digital marketing campaign through CT Corp business unit, such as: Transmart Carrefour, Bank Mega, Transvision, Antavaya, Baskin Robbins.
- 2016-2016 Social Media Specialist**  
Kawan Lama Retail
- Manage social media asset of ACE Hardware, Toys Kingdom & Bike Colony
  - Create social media strategy, editorial plan, and social media report.
  - Projects : #PokemonDiAce and ACE Mobile Apps.
- 2010-2016 Digital Media Manager (2015-2016)**  
**Digital Media Supervisor (2014-2015)**  
**Co-Host & Digital Media Officer (2010-2014)**  
Swaragama Group Yogyakarta
- Manage media convergence between on-air, online and off-air event.
  - Lead digital team consist of content writer and designer. Report directly to CEO.
  - Growing Twitter fans organically from 5K to 150K. Facebook from 10K to 100K.

## ORGANIZATION EXPERIENCE

- 2022-Present Development Team**  
SKKNI Periklanan (Kemenkominfo & Kemenaker)  
Renewal of outdated SKKNI Periklanan (Advertising) developed in 2014.
- 2020-2022 Digital Marketing Strategist**  
Gerakan Pakai Masker  
Social movement to spread awareness about medical mask use to prevent Covid-19.

## HONOR & AWARDS

- 2015 Supervisor / Manager of The Year 2014 - Swaragama Group**
- 2013 1st Winner Creative Economy Essay Competition,**  
**Ministry of Tourism and Creative Economy of Indonesia**
- 2011 Supersemar Scholarship Awardee, Supersemar Foundation**



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