

YOGA ADIPERKASA



GRAPHIC DESIGNER



+62 838 111 00700



yogaadie_gd@outlook.com



in/yogaadieperkasa



Green Park View, Apt.
DKI Jakarta

PROFILE

Senior Graphic Designer | Marketing Graphic Design | Web Design
| Brand Development | Digital Marketing Communication

EXPERIENCE

CREATIVE BRANDING & DIGITAL MARKETING COMMUNICATION

PT Polystamino Indonesia / Jan 2021 - Jul 2022

- Develops brand image and design based on guideline
- Coordinates with Social Media for design and content
- Analyzes effectiveness media promotion
- Makes sure media promotion plan based on objective and strategy
- Designs for internal needs
- Create Branding design, such as: logo, brand identity, guideline
- Keep up-to-date with industry developments

BRAND CREATIVE COMMUNICATION

PT Surya Darma Perkasa / Nov 2018 - Mei 2020

- Responsible for planning brand strategy/brand activity
- Maintaining and supervising marketing activity (ATL and/or BTL)
- Ensure the visual merchandising in the store is according to plan
- Researching trends, market share, and customer behaviors
- Designs for internal needs

SENIOR GRAPHIC DESIGNER

Indodragon (Youtube Channel) / Feb 2010 - Agu 2015

- Create Branding design, such as: logo, brand identity, guideline
- Design packaging, design social media layout & marketing collateral, presentation, print media and others
- Photography guideline
- Take work from concept to final execution for all platform (social media, website, custom products, packaging)
- Manage and delegate responsibilities to other designers and provide directions
- Graphic Design - layout, combination of colors, typography
- Keep up-to-date with industry developments

SKILLS

- Graphic Design
- Brand Development
- Digital Marketing Comm.
- Branding & Identity
- Audio Visual System Design
- Product Development
- Marketing Graphic Design
- Photography and Videography

EDUCATION

- DESAIN KOMUNIKASI VISUAL
Universitas Trisakti | Jakarta
2006 - 2010
- MATEMATIKA DAN ILMU ALAM
SMU NEGERI 84 | Jakarta
2003 - 2006

CERTIFICATION

Content Creator (Milenial Bootcamp)

KEMNAKER RI

Diterbitkan Feb 2022

Service Excellent

KEMNAKER RI

Diterbitkan Feb 2020

Digitalisasi Pemasaran Produk

KEMNAKER RI

Diterbitkan Feb 2019

PORTFOLIO :  <https://www.behance.net/yogaadieperkasa>  <https://bit.ly/2aFmQ9p>



Yoga Adiperkasa

Product Design and Digital Marketing Manager

Saat Ini	Creative Branding & Digital Marketing Communication di PT Polystamino Indonesia
Harapan Gaji	8,5 juta
Pendidikan	Sarjana/S1 di Universitas Trisakti

Kontak

yogaadie_gd@outlook.com
Jakarta Barat
Jalan Fajar Baru Utara, Cengkareng, Kota
Jakarta Barat, DKI Jakarta 11730
11730

Data Pribadi

7 November 1988
Pria
Menikah
Indonesia

Ringkasan

ONLINE PORTFOLIO :

- [behance.net/yogaadieperkasa](https://www.behance.net/yogaadieperkasa)
- bit.ly/2aFmQ9p

Pengalaman Kerja

Creative Branding & Digital Marketing Communication

di PT Polystamino Indonesia | Manajemen Lingkungan / Limbah | Prov. DKI-Jakarta

25 Januari 2021 - 25 Juli 2022

Purna Waktu Manajer - Departemen Creative Branding & Digital Marketing
Communication

- Develops brand image and design based on guideline
- Coordinates with Social Media for design and content
- Coordinates with VIP (SMS, EDM and other media)
- Monitors store visual and media mall promotion
- Analyzes effectiveness media promotion
- Makes sure media promotion plan based on objective and strategy

- Responsible for develop communication marketing strategy with relation
- Designs for internal needs
- Maintains relation with vendor outcity also for brand needs
- Create Branding design, such as: logo, brand identity, guideline, application
- Design packaging, design social media layout & marketing collateral, presentation, print media and others
- Photography guideline
- Take work from concept to final execution for all platform (social media, website, custom products, packaging)
- Manage and delegate responsibilities to other designers and provide directions
- Graphic Design – layout, combination of colors, typography, space, shape
- Keep up-to-date with industry developments

Achievement: Increase the company's sales turnover by up to 800%

Brand Creative Communication

di PT Surya Darma Perkasa (Hartono Rent Car) | Logistik / Transportasi | Prov. DKI-Jakarta

18 November 2019 - 17 Mei 2020

Staf Senior Brand Creative Communication

- Responsible for planning brand strategy/brand activity
- Maintaining and supervising marketing activity (ATL and/or BTL)
- Further enforcing brand awareness according to brand DNA
- Manage social media accounts
- Ensure the visual merchandising in the store is according to plan
- Cooperates with the e-commerce team in promoting Manzone to the marketplace
- Administer and execute brand campaigns/photoshoots, and able to train team operations about product knowledge
- Researching trends, market share, and customer behaviors
- Able to do CRM to brand memberships

Senior Graphic Designer

di Indodragon (Youtube Channel) | Media | Prov. DKI-Jakarta

1 Februari 2010 - 1 Agustus 2015

Staf Senior Senior Graphic Designer

- Create Branding design, such as: logo, brand identity, guideline, application
- Design packaging, design social media layout & marketing collateral, presentation, print media and others
- Photography guideline
- Take work from concept to final execution for all platform (social media, website, custom products, packaging)
- Manage and delegate responsibilities to other designers and provide directions
- Graphic Design – layout, combination of colors, typography, space, shape
- Keep up-to-date with industry developments

Graphic Designer Internship

di PT Media Nusantara Citra, Tbk | Media | Prov. DKI-Jakarta

1 Juli 2009 - 30 Desember 2009

0 juta Magang Pemula / Staf Graphic Designer Internship

- Create and design various materials for digital and print
- Ensure projects are completed in a timely manner with a quality product
- Advise best practices and optimizations throughout design projects
- Work with a wide range of media and graphic design software
- Establish creative direction for the company within brand guidelines
- Manage multiple projects within design specifications and budget restrictions

Pendidikan

Sarjana/S1 in Desain Komunikasi Visual di Universitas Trisakti

2006 - 2010

Pelatihan / Sertifikasi

Content Creator (Milenial Bootcamp) - Kemnaker

Content Creator (Milenial Bootcamp)

25 Januari 2022, Kemnaker

Service Excellent - Kemnaker

Service Excellent

13 Februari 2020, Kemnaker

Digitalisasi Pemasaran Produk - Kemnaker

Digitalisasi Pemasaran Produk

8 Agustus 2019, Kemnaker

Keahlian

Graphic Design, Copywriting, Brand Development, Web Design and Development, Product Development, Digital Marketing Communication, Audio dan Video Editing, Search Engine Optimization, ERP System, Photography Digital.

Certificate of Achievement

Sertifikat Kelulusan Pelatihan

No: 220125399

Diberikan Kepada

Yoga Adie Perkasa

Yang telah menyelesaikan dan lulus pada

Program Pelatihan Content Creator (Milennial Bootcamp) yang selesai pada tanggal
25-01-2022 di lembaga LPK Skillhub dengan nilai **100**

Jakarta, 25-01-2022
Pimpinan Lembaga Pelatihan



NUSMANTYO

Diverifikasi oleh:

kartu
prakerja

Certificate of Achievement

Sertifikat Kelulusan Pelatihan

No: 200213239

Diberikan Kepada

Yoga Adie Perkasa

Yang telah menyelesaikan dan lulus pada

Program Pelatihan Service Excellent (6 JP) yang selesai pada tanggal 13-02-2020
di lembaga VOKRAF dengan nilai **100**

Jakarta, 13-02-2020

Pimpinan Lembaga Pelatihan



FINA SILMI FEBRIYANI

Diverifikasi oleh:

kartu
prakerja

Certificate of Achievement

Sertifikat Kelulusan Pelatihan

No: 20190881581B9E

Diberikan Kepada

Yoga Adie Perkasa

Yang telah menyelesaikan dan lulus pada

Program Pelatihan Digitalisasi Pemasaran Produk (160 JP) yang selesai pada tanggal
08-08-2019 di lembaga LPKN JAKARTA dengan nilai **100**

Jakarta, 08-08-2019
Pimpinan Lembaga Pelatihan



Diverifikasi oleh:

kartu
prakerja

NAKTIKA SARI DEWI, SE,MM.

SURAT PAKLARING

No. 002/VIII/PSI-HRD/2022

Yang bertanda tangan di bawah ini :

N a m a : Handika Halim
J a b a t a n : Direktur

Dengan ini menerangkan bahwa :

N a m a : Yoga Adie Perkasa
A l a m a t : Kp. Utan Jati No.1 RT 006 RW 009 Cengkareng, Jakarta Barat

Mengundurkan diri atas kemauan sendiri dan telah bekerja di perusahaan PT. Poly Stamino Indonesia dari tanggal 25 Januari 2021 sampai dengan 25 Juli 2022 dengan jabatan terakhir sebagai Staff Digital Marketing.

Selama bekerja di PT. Poly Stamino Indonesia, yang bersangkutan telah memberikan dedikasi dan loyalitas yang tinggi terhadap perusahaan serta tidak pernah melakukan hal-hal yang merugikan perusahaan.

Perusahaan berterima kasih atas kontribusinya selama bergabung di PT. Poly Stamino Indonesia dan mendoakan semoga semakin sukses di masa mendatang.

Demikian Surat Paklaring ini dibuat untuk dipergunakan sebagaimana mestinya.

Jakarta, 01 Agustus 2022
PT Poly Stamino Indonesia




Handika Halim

Direktur

cc. BPJS Ketenagakerjaan
File

Diterima



Yoga Adie Perkasa

TO WHOM IT MAY CONCERN

Bagi Yang Berkepentingan

No: 017/SKK/HRD/VI/2020

The Management of PT. Surya Darma Perkasa Wishes to Certify That :
Management PT. Surya Darma Perkasa Menerangkan Bahwa :

NAME : Yoga Adie Perkasa
Nama

PLACE, DATE OF BIRTH : Jakarta, 7 November 1988
Tempat, Tanggal Lahir

LAST POSITION : CRO Staff
Jabatan Terakhir

DIVISION / DEPARTMENT : CRM
Divisi / Departemen

EFFECTIVE DATE : 18 November 2018
Mulai Tanggal

UNTIL : 17 Mei 2020
Sampai Dengan

REASON OF TERMINATION : **Selesai Masa Kontrak**
Alasan Berhenti *End Contract*

DURING WORKED AT THIS COMPANY, HE HAS SHOWN GOOD MANNER AND CAPABILITIES TO HIS JOBS. WE WOULD LIKE TO THANK YOU FOR HIS PAST EFFORTS AND CONTRIBUTIONS TO PT. SURYA DARMA PERKASA, AND WE WISH THE BEST OF HIS SUCCESS IN THE FUTURE.

Selama bekerja di Perusahaan ini, yang bersangkutan telah menunjukkan sikap dan kemampuan bekerja yang baik. Kami mengucapkan terima kasih atas usaha dan kontribusi yang diberikan kepada PT. Surya Darma Perkasa, dan semoga keberhasilan senantiasa menyertainya di masa yang akan datang.

Jakarta, 11 Juni 2020
PT. SURYA DARMA PERKASA


Mula Hendrik Surya
HR & GA Manager

Cc : Arsip