

PUBLIC RELATIONS OFFICER

Summary

Public Relations knowledgeable about planning, creating and implementing campaign strategies and media relations placement. Together with Public Relations team, we specialize in developing and implementing strategic communication programs of the company.

My backgrounds are in journalism. However I also have expertise in the field of Public Relations. With that knowledge, I know what journalists need to, especially in terms of what they need to make your brand get included in their media. Of course, the company was able to get a good brand image and ultimately can increase sales

Highlights

- Public Relations Strategy
- Marketing Communications
- Media Relations
- Relationship building expert
- Project management
- Persuasive negotiator
- Organized and efficient

Accomplishments

- Initiated a Public Relations campaign for non-profit on a tight budget.
- Initiated groundbreaking Public Relations campaign, for the company, which is more effective, compared with previous efforts.

Experience

Public Relations Officer

October 2014 to Current Company Name i¼ City

- Increase and strengthen the company brand images as a leading herbal pharmacy company in Indonesia and worldwide, also as a company that provide a good quality herbal and medicine products to help people living a better life.
- Defined project and company vision, strategies and tactics.
- Researched, negotiated, implemented and tracked public relations activities.
- Enhance company recognition in the national press to support the sales and marketing teams.
- Planned and organized corporate media and other special events.
- Developed and implemented public relations business plans each year.
- Worked with management to identify trends and developments that might influence PR decisions and strategies.
- Managed the editorial content, design and distribution of the internal company newsletter.
- Managed all media, press and public relations issues.
- Estimated project costs and monitored budgets.
- Developed corporate communications strategies and programs, including project timelines.

Projects: Â

SOHO #BetterU Â

Health education program organized by a pharmaceutical company, SOHO Global Health. As per its name, SOHO #BetterU has a vision to support a better public health. SOHO #BetterU aligns with SOHO Global Health commitment as a pharmaceutical company thus focus on health education.

May 27, 2015

Early Investments, for the Sake of Better Elderly Days Â

Commemorating National Elderly Day Â

March 5, 2015

Be Aware of the Danger of Deafness due to Mid-Ear Inflammation Â

Commemorating the International Ear Care Day Â

Support CSR (Corporate Social Responsibility) Programs

Socializing the Reading Culture to the Community Official Announcement of the Reading Corner at the Himmata Foundation Layover House

- For this time activity, SOHO Global Health synergizes with other stakeholders i.e. BPP PERHUMAS (Indonesian Association of Community Public Relations), Eduguide, as well as OTP (On That Point) Institute

Events in Gunung Sahari, in Medan, in Pulo Gadung.

Public Relations

May 2013 to September 2014 Company Name ¼ City

- Fullfill all the clients need, how to emphasize their brand image, events, etc.
- Identified customer needs through market research and analysis.
- Defined project and company vision, strategies and tactics.
- Researched, negotiated, implemented and tracked client's advertising and public relations activities.
- Expanded product and company recognition in the national press to support client's sales and marketing teams.
- Established and maintained cooperative relationships with representatives of community, consumer, employee and public interest groups.
- Coached client representatives on effective communication with the public and employees.
- Managed all media, press and public relations issues.
- Conferred with production, graphic design and web-design personnel to coordinate production of corporate communications materials.
- Coordinated special events (for example : launching products), monthly, quarterly marketing and community events.

News Reporter

May 2009 to May 2013 Company Name ¼ City

- My specific duty are to cover the news from the President of Indonesia, in other words i was an Indonesian Politic and Presidential Journalist.
- Presented local news and feature reports in national news programs.
- Wrote factually correct, concise and engaging news stories within tight deadlines.
- Gathered and verified factual information regarding stories through interviews, observation and research.
- Introduced fresh and new angles on previously-reported material to update and inform readers.
- Reported and penned front-page breaking news stories and provided real time updates online.
- Traveled to location to write reviews from firsthand experience.

Education

Bachelor's : Broadcast Journalism , 2013 Kwik Kian Gie School of Business ¼ City , State , Indonesia

2004 - 2013 Kwik Kian Gie School of Business, Bachelor's Degree (major: Broadcast Journalism)

Select One : Social Science , 2004 SMUK 7 BPK Penabur Senior High School ¼ City , State , Indonesia

2001 - 2004 SMUK 7 BPK Penabur Senior High School, (major: in Social Science)

Skills

•Script Writing

•News Reporting

•Video Shooting

•Video Editing

•Video Productions