



DIMAS MAULANA

CURICULLUM VITAE

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Profile

8+ years of experience in digital marketing. Managed various scale of digital/interactive project(s) from conception, production to implementation for large FMCG brands. Consistently aligning client expectations, budgets, assets, risk and scope. Working closely on a daily basis with business, strategy, technology, user experience & creative team.

Work Experience

FEBRUARY 2016 - PRESENTS

PROJECT DIRECTOR AT *Mirum Jakarta*

Responsible to lead and improve the Project division consisting of 8 Project Managers and 4 Project Officers. Making sure that all projects stayed on track, on budget and delivers the best result to all stakeholders involved.

APRIL 2014 - JANUARY 2016

ASSOCIATE PROJECT DIRECTOR AT *Mirum Jakarta (formerly known as XM Gravity)*

Led a nation wide campaign for a hair product, commercial airlines and a beer brand. All campaigns exceed KPI and in particular for one brand is able to open doors to a new distribution channel. On a daily basis overseeing a team of 3 project managers and 1 project officer working on accounts such as Unilever, Nestle, Singapore Airlines, Bir Bintang, Bank Permata, Indofood, etc.

NOVEMBER 2012 - MARCH 2014

SENIOR PROJECT MANAGER AT *XM Gravity*

Handling 3 multinational FMCG brands. Led a nation wide mobile application-based campaign for a beverage product with over 17K downloads in 3 months time, which at the time was the largest download for a brand-based mobile app. Also launched a digital CRM platform (website & mobile application) for the same brand that resulted in 30,5% ROI.

AUGUST 2011 - OCTOBER 2012

PROJECT MANAGER AT *XM Gravity (formerly known as Magnivate) IN Jakarta, Indonesia*

Overseeing all aspects of strategizing, planning, developing, and maintaining all sorts of digital projects and services including websites, Facebook and social applications, mobile apps, games and more for the biggest brands in the country. Keeping projects on track by troubleshooting, predicting and communicating status and risks, as well as using tools to lead the digital team overall.

JUNE 2010 - AUGUST 2011

PROJECT MANAGER AT *LEAP Design IN Jakarta, Indonesia*

Led the web team and liaise directly with clients in Jakarta, Hong Kong, Dubai, London & Sydney. Also conducting meeting with prospects and provide presentation and proposals. Other tasks include improving online strategic planning, search engine optimization and social media marketing.

JULY 2008 - JULY 2009

COMMUNITY MANAGER AT *SellaBand* IN *Amsterdam, The Netherlands*

Strategically leverage the power of SellaBand community through social media efforts and engaging communication. Additionally oversees the presence of SellaBand's brand in the online environment and act as the advocate of the company. Daily task including editorial content, newsletter, graphic design and technical support.

SEPTEMBER 2006 - JUNE 2008

MARKETING STAFF AT *Vidigo* IN *Hilversum, The Netherlands*

Responsible as the project manager of a pilot project called The Cockpit. Daily task include constructing a strategic business plan of the product, including functionality, brand, marketing and promotion.

Education

SEPTEMBER 2004 - SEPTEMBER 2008

HOGESCHOOL INHOLLAND AT *Faculty of Communication*

Fields of study includes marketing & communication, market research, media planning, public relation, new media and business development. Obtained one of the highest grade in final thesis of "The Changing Landscape of Digital Music".

Other Courses

DECEMBER 2007

BUSINESS TRAINING ISSUED BY *Nyenrode-INholland Business Program*

Fields of program includes business development, basic finance & accounting, etc.

MARCH 2011

BARISTA TRAINING ISSUED BY *Caswell's Coffee Kemang*

Preparation of espresso-based drinks and familiarity with espresso machine operation.

APRIL 2013

QMPC LEVEL 1 FINANCIAL PLANNING ISSUED BY *QM Financial*

Personal financial planning basic including asset calculation and investment.

NOVEMBER 2015

DIGITAL BRANDING AND ENGAGEMENT ISSUED BY *Curtin University*

Deeper knowledge in the relationship between paid, owned and earned media and content marketing.

Proficiencies

TECHNICAL

PHOTOSHOP LEVEL: *Novice*

INDESIGN LEVEL: *Novice*

HTML/CSS LEVEL: *Novice*

LANGUAGE

INDONESIA LEVEL: *Native*

ENGLISH LEVEL: *Proficient*

DUTCH LEVEL: *Beginner*

Personal Interest

Manchester United fan, enjoys cooking on spare time and a life long learner of all things coffee