

# AZHARI

## COMMUNICATION ARCHITECT

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Innovative, efficient, and forward-thinking, possessing proficiency in technical, conceptual, and managerial domains along with strong interpersonal abilities. Backed by 15+ years of experience in creative field, inspiring teams, and exceeding client expectations.

### EXPERTISE

- Exceptional leadership and interpersonal abilities
- Art and Creative Directing
- Innovative ideas and a keen grasp of the client's vision
- Well-versed in current trends
- Proficiency in managing personal and projects

### SOFTWARE SKILL

- Adobe; Photoshop, Illustrator, XD, After Effect, Premiere Pro, In Design, Dreamweaver
- Figma
- Microsoft; Word, Powerpoint
- Procreate

### PROFESSIONAL HISTORY

- Associate Creative Director**  
REDTREE ASIA  
Jan 2018 - Okt 2023
  - Led the creation and development of compelling campaign pitches for TACO, PZ Cussons, Mayora and Lenovo, resulting in the successful acquisition of the retainer projects
  - Pioneered Indonesia's inaugural NFT-based campaign, in collaboration with Lenovo
  - Achieved the Silver Award in the 'Best Use of Social Media Platforms' category at the 2022 Digital Impact Awards for PZ Cussons
  - Established an efficient remote work system utilizing Adobe Creative Cloud, Discord, and Google Workspace, ensuring sustained productivity and high-quality output
- Creative Group Head**  
IRIS WORLDWIDE  
Dec 2016 - Jan 2018
  - Implemented an efficient creative production system for Indosat Ooredoo, resulting in significantly accelerated and optimized workflows. For instance, tasks that would typically take 2 days to complete for over 200 items can now be finished in just 4 hours
  - Collaborated with the Creative Director to formulate a winning pitch concept for Indosat Ooredoo, ultimately securing the retainer project
- Freelance Creative Lead**  
BONSAY JADEN  
Oct 2016 - Dec 2016
  - Crafted strategic campaign pitches for Jenius BTPN, rooted in thorough qualitative analysis, resulting in the successful acquisition of the project
  - Aligned creative functions and developed "pod" system for producing multi-disciplinary creative work that supported strategic plans within a fast-paced start-up environment
- Creative Director**  
ALFABET  
Jun 2016 - Nov 2016
  - Developed firm's initial pitch offerings and brand story which directly led to winning 1 year contracts from Allianz
  - Recruited national design talent and successfully built an solid team

Senior Art Director  
OGILVY  
Nov 2014 - Jun 2016

- Created dynamic brand identity systems for Phillips, Indosat, and Bank Indonesia
- Consulted with copywriter and creative director to developed advertising campaigns that integrated print, TVC, digital, and social media for Indosat Ooredoo
- Directed strategic, thoughtful, and actionable concepts to junior creative teams, in order to achieve maximum impact and communication goals
- Directed photo shoots, and helping creative director to create Storyboard for Indosat Ooredoo
- Presented work to internal team and to external clients
- Managed creative production including brand identity systems and marketing materials to make sure the output is consistent across platforms
- Determined timelines and project hours required to complete jobs

Brand Manager  
GENTONG ICE CREAM  
Dec 2012 - Oct 2014

- Collaborated with operational and sales managers to create and deploy a Standard Operating Procedure (SOP) for the sales staff, enhancing the overall brand experience for customers.
- Managed all aspects of the Branding, advertising, marketing and promotional activities
- Establishing in-house creative teams, leading to substantial savings in marketing expenses

Art Director  
ENDEE COMM  
Jan 2010 - Dec 2012

- Consulted with copywriter, strategic planner and associate creative director to developed advertising campaigns that integrated print, TVC, and digital for Cross, Advan & Sunco
- Managed creative production including brand identity systems and marketing materials to make sure the output is consistent across platforms
- Developed pitch offerings for simplex packaging redesign which directly led to winning the contract projects from client

Graphic Designer  
BILIK KREASI  
Jan 2009- June 2009

- Responsible for creating stunning visuals for both print and digital media.
- Work closely with art directors, creative directors, copywriters, and web developers, to translate marketing and brand strategies into comps that render beautifully in print and code

Multimedia Designer  
SEMBILAN MATAHARI  
Jan 2007 - Jan 2009

- Use multiple technologies and artistic methods to create special effects, characters or scenes in, advertisements, or animation
- Work with art director to make Storyboards then use different technologies and elements like typography, images and music to create animations for Laptop si Unyil (TV show from Trans TV)

Web Designer  
LIMOSIN CREATIVE  
Jan 2006 - Jan 2007

- Design the web for several client (Sriwijaya FC, Dinkes Sumsel, Sumsel Gov, etc.)
- Work also include several other aspects including user experience design search engine optimization, some simple coding and website maintenance

Sales Representative  
TIENS  
Jan 2004 - Jan 2006

- Achieved sales targets and maintained customer memberships
- Prepare presentation materials to be presented to customers and provide assistance to existing customers in an effort to increase customer loyalty

Journalist  
JAWA POST GROUP  
Jan 2001 - Jan 2003

- Researching, writes, and reports on information to present in sources, conduct interviews
- Make articles for the student page of Sriwijaya Post that published every week
- Work with designers to preparing news layout

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## EDUCATION

Institut Teknologi Nasional, Bandung  
Bachelor Degree, majority in Visual Communication Design  
2003 - 2011

## AWARDS

- Silver Award in the 'Best Use of Social Media Platforms' category at the 2022 Digital Impact Awards
- Winner of The 2020 99awards for 'Best Illustration Design'

## REFERENCE

Anthony Badakhch  
CEO, REDTREE ASIA  
Phone: +62 8212 626 8000

Glenn Marsalim  
Creative Director, IRIS WORLDWIDE  
Phone: +62 8118 161 898