



LOUISE NATHANIA

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EMPLOYMENT OBJECTIVE

A career in Visual Communication Design, specifically in the area of advertising that will optimally utilize digital imaging, illustrating, video editing and visual concepts.

EDUCATION

INSTITUT TEKNOLOGI HARAPAN BANGSA

September 2015

Bandung, Indonesia

Sarjana Desain Komunikasi Visual. Concentration: Advertising

GPA 3.6

Certiplus Program

May 2015

at ITHB Career Resources Center

Completed a series of professional training in computer, communication, leadership entrepreneurship and career planning skills.

Mindstream, Creative Director Cloning

January 2015

at ITHB Career Resources Center

Completed a series of professional training in strategic planning, copywriting, media ecology, art direction and brand activation.

EXPERIENCE

PT.KALBE FARMA TBK, Jakarta

Kalbe Farma the largest healthcare provider in Indonesia.

Digital Marketing Executive,

May 2019 - May 2022

- Creating digital marketing campaigns for supplement brands through online channels like digital news, influencer and social media.

Graphic Designer,

May 2019 - December 2019

- Design for campaign program and regular events.

AXIOO PHOTOGRAPHY, Jakarta

January 2019 - April 2019

Axioo Photography, offers photography and videography services for personal and commercial use.

Photo Editor,

- Retouched portraits.
- Color and lighting corrections.
- Minor to extensive retouching; from blemish removal to multi-image composites.

FREELANCE, Jakarta

June 2017 - December 2018

Graphic Designer,

- Retouched photo and designed album for clients design projects.

RIO PHOTOGRAPHY, Jakarta

April 2016 - May 2017

Rio Photography known as Rio Motret, offers photography and videography services for personal and commercial use.

Graphic Designer,

- Retouched photo and designed album for clients design projects.
- Succeeded " Alkisah " photo exhibition.

PT. ANGGANA CATUR PRIMA, Jakarta

September 2015 - Maret 2016

PT. Anggana Catur Prima is a company engaged in the field of food with a brand such as Dua Belibis, Koepoe-Koepoe, Butterfly and Pom-Pom.

Advertising and Promotion Specialist,

Activated customer and consumer activity, related to campaign product.

- Succeeded activation and campaign program for regular activity, new product launching, and others activation or sponsorship.
- Created detail creative concept (Collaboration with vendor).

PT. BALIMOON KERAMIK, Bali

May 2015 - July 2015

PT. Balimoon Keramik known as Kevala Ceramics, specialized in custom tableware and has more than 1000 clients five star hotel and restaurant both from domestic and international. Such as Hyatt Hotel, Ritz Carlton Hotel, Mulia Hotel, etc.

Intern, Graphic Designer and Sales Support,

Created tableware designs for multiple clients and personal design projects.

- Designed presentation material for client.
- Created a technical drawing for production process based on customers need.
- Assisted in organizing retail merchandising and stock organization.
- Assisted in making photo shoot and marketing collateral.

ADDITIONAL INFORMATION

- Highly proficient in drawing skill and the following technologies:
 - Imaging technologies : Adobe Photoshop, Adobe Illustrator.
 - Audiovisual technologies : Adobe Premiere.
 - Office Suite : Microsoft Word, Microsoft Excel, Microsoft Powerpoint
 - Operating System : Macintosh and Windows.
- Finalist Summer Design Camp by First Media Design School (August 2010), an annual design competition which was held by FMDS with a scholarship prizes.
- Was awarded 1st winner of "Hymne ITHB" Video Maker Competition (April 2013), a competition which was held by ITHB University and was openly participated by all ITHB students.
- Winner of Damn I Love Indonesia t-shirt design competition (December 2012), an annual competition which was held by Daniel Mananta as a founder, to remembrance "Sumpah Pemuda Day".
- Achieved TOEFL Practice Test Score (2015) : 490