



# Primananda Adi Kusuma

Digital Survivor

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## Profile

Focusing on **digital media** for years, I deeply understand how this media channel works. Able to analyze and evaluate campaign using analytics tools to reach future goals. Have a good communication and interpersonal skills, fast-learner, and a well organized team player.

## Work Experience

### Social Media Evaluator @ Appen Inc.

Jun 2017 - Present

Freelancing as individual consultant to improve the relevancy of newsfeed and search engine for a leading global social media platform.

### Social Media Specialist @ Otoritas Jasa Keuangan Indonesia

Aug 2016 - December 2017

Responsible to plan and implement social media strategy to social media channels of OJK such as Facebook, Twitter, and Instagram. I've successfully increase monthly social media reach from 9.000 to 110.000+ people/month, and its followers count from 800 to 30.000 organically.

### Social Media Strategist @ Popcult! Digital Agency

Dec 2015 - April 2016

Monitoring daily performance using analytics tools, and create monthly report on regular basis with strategy recommendation. I've managed 3 well-known brands: Bear Brand, Cheetos, and JetZ.

### Volunteering as Social Media Officer @ Akademi Berbagi Jogja

Nov 2015 - Dec 2016

Contributing as team to organize small weekly classes about different topics, such as digital marketing, creative writing, social media, photography, self-improvement, and many others. I've organized six classes with 300+ total attendees, and contributing as social media support for other classes as well.

### Video Production Manager @ IIS UGM in Collaboration with Microsoft

Feb 2015 - Mar 2015

Coordinating production team consists of 6 people, which task was to make Smart Secondary Cities videos and collaborate with data gatherer team in 12 major cities across Indonesia.

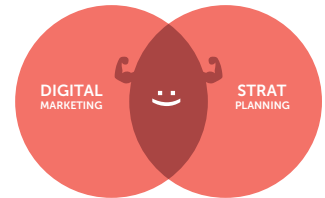
### Marketing @ Tintamerah Distro Online

Feb 2008 - Mar 2011

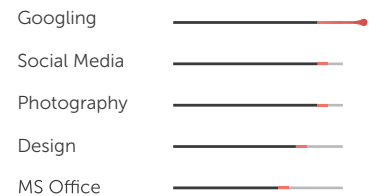
Pushing sales through buzz marketing by giving the currently happening artist Mbah Surip a tee designed with his own portrait. Successfully got some infotainment attention, and a Hot Thread in Kaskus, which generate 463+ sales in a day.

“  
Be loyal to your mission  
not your strategy

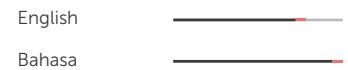
## Core Skills



### SUPPLEMENTARY SKILLS



### LANGUAGE



## Education

Universitas Gadjah Mada  
BA, Strategic Communication  
Graduated in 2015  
GPA 3.37 out of 4.00

## Accomplishments



### Bronze Winner

2018  
PR Indonesia Award

Bronze Winner at PR Indonesia Award in social media category for OJK held by PR Indonesia



### Silver Winner

2013  
KREATIFA Ad Festival

Silver Winner at KREATIFA Adfest held by Ministry of Tourism and Creative Economy

## Certification

### Inbound Marketing

Hubspot Academy  
April 2016