

Angga Hendi Prabowo

A brand communications planner by concentrating on social issues, particularly women and gender inequality. In addition, social issues enthusiast by collaborating creative ideas as part of persuading people to get involved in issues that are not visible in society.

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EDUCATION

Asian Institute of Technology **Bangkok, Thailand**
School of Environment, Resources, and Development – Gender and Development Studies *Jan 2023 - present*

Indonesia University of Education **Bandung, Indonesia**
Bachelor of Communications, Public Relations *Graduated June 2016*

Universidad Antonio de Nebrija **Jakarta, Indonesia**
Winter Course (Online Learning) in Spanish Art and Culture *Graduated Feb 2021*

WORK EXPERIENCE

Volare Advertising Network **Jakarta, Indonesia**
Strategic Planning Manager *May 2020 – present*

- Analysing the consumer behaviour, cultural factors, and the digital assets to improve brand's visibility and credibility in the digital ecosystem with aiming +87% positive sentiment in digital
- Leading the Strategic Planning Department at Volare Advertising Network with concentrating in social issues as a core strategy and results in 10 pitches in a year
- Conceptualising the brand campaign ideas and developing the key message in the digital ecosystem with the results +78,67% of total ER and +3.4% of sales increment in a year.
- Handling clients: Frisian Flag, Adira, Accenture, FWD Asset Management, Novo Nordisk, Kalbe, Ministry of Tourism and Creative Economy, Pfizer, and Arla & Puck.

MullenLowe Lintas Group, IPG **Jakarta, Indonesia**
Senior Strategic Planner *April 2019 – May 2020*

- Developed the brand planning that affects to the sales performance by resulting in more than 20% of market share compared to the last year performance
- Created the campaign idea that works in Above-The-Line (ATL) and Below-The-Line (BTL) medium as the main hub and digital activity as well
- Handled clients: AXE, Pepsodent, Rinso, Bango, Glow & Lovely, Clear, Super Pell, Wipol, BMW, and Gudang Garam Mild.

Flock Creative Network **Jakarta, Indonesia**
Digital and Brand Planner *Feb 2018 – June 2019*

- Managed the consumer journey both in digital and ATL to create brand more visible and increase the engagement rate in digital.
- Conceptualised the digital campaign framework through the consumer research, cultural insight, and category review in order to make the brand becomes distinctive than others.
- Handled clients: Djarum Corporate, Sampoerna Corporate, Teh Botol Sosro, Ichitan, Astra Life, Nameera, A&W, Citibank, Tempo Scan Group, Mayora, and Calbee Wings.

McCANN Worldgroup **Jakarta, Indonesia**
Strategic Planner *June 2016 – Jan 2018*

- Led the consumer research and immersion as part of understanding the consumer needs & gaps and the cultural context toward the client's business category in the market.
- Developed the brand and communication strategy to win the market share which achieved over 65% of sales in general trade and clinical store for a whole year.
- Handled clients: L'Oreal, Maybelline, Cigna, Burger King, and Sunlight.

LEADERSHIP EXPERIENCE

Lensa Gender

Jakarta, Indonesia

Founder and Content Creator

Jan 2022 - present

- Founder of Lensa Gender as part of social movement in tackling the women and gender issues in all aspects of public policies and social phenomena
- Incorporating with the social communities that mainly focus in gender inequality, informal sector of working women, marginalization in society, sexual education, and sexual harassment both in public places and digital spectrum
- Creating a weekly content for Lensa Gender on Instagram as a pilot project for social movement and independent social community in the digital ecosystem

Jakarta Feminist

Jakarta, Indonesia

Staff event for Feminist Festival

Oct 2021 – Jan 2022

- Responsible for the closed caption in a series of online events, Feminist Festival.
- Participating in Feminist Class as a participation to discuss the other women issues in society and gender inequality in current situation.

Asean Foundation and PLAN International

Jakarta, Indonesia

Awardee of The Bridge to The Future

July 2021 - present

- Creating the sustainable activities in promoting gender inequality issues through social philanthropy in primary and secondary cities, within DKI Jakarta, Banten, and West Java province.

World Health Organization

Jakarta, Indonesia

Communication Coordinator June

Aug 2019

- Collaborated with the health community across Indonesia, especially in Non-Communicable Diseases (NCD) and Tobacco Control (TC) project
- Organized the press conference with the Director of Youth & Health Advocation from WHO and Ministry of Health Indonesia toward the Tuberculosis issue among young Indonesian

AIESEC

Indonesia, Thailand, & PRC

Partnership Officer

Mar 2013 – Feb 2015

- Led the master plan of partnership with the university in South-East Asia
- Delegated the AIESEC Indonesia for Chulalongkorn University, Bangkok and SYSU Guangzhou, China

ACADEMIC PUBLICATION & ACHIEVEMENT

Academic Publication

Faculty of Social Science Education, Indonesia University of Education, Bandung

- **The Correlation Between Women Celebrity Endorser and Brand Personality** **2016**
- **Public Literacy Towards Media Advertisement (The Most Outstanding Student)** **2013**

Achievement

Asian Institute of Technology and Gender and Development Studies

2022

- An awardee of Asian Institute of Technology and Gender and Development Fellowship Scholarship for a Master's Degree in Gender and Development Studies 2023

International Labor Organisation, Geneva, Switzerland

2021

- Representative from The Bridges for The Future (BFTF) funded and managed by the ASEAN Foundation and PLAN International Foundation in ILO Talks with the key theme in Youth Consultation and Aspiration for Future Work in Care Economy for developing countries.

Indonesia University of Education, Bandung, Indonesia

2016

- Best Student and Graduate in Communications following with the GPA: 3.83 out of 4.00