

## Angga Hendi Prabowo

Jl. Cipete VII no. 65 RT06/RW04, South Cipete, Kec. Cilandak, South Jakarta, Indonesia | +62 6-1431-9125 & +62 877-2703-1993 | [anggabgt14@gmail.com](mailto:anggabgt14@gmail.com)

### EDUCATION

---

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

**Indonesia University of Education** **Bandung, Indonesia**  
*Bachelor of Communications, Public Relations*

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

### WORK EXPERIENCE

---

**SMARTS Center Asian Institute of Technology** **Pathum Thani, Thailand**  
*Research Assistant & Consultant in Circular Economy* *May 2023 – Present*

- Collaborating with research teams to collect and analyze data related to marine plastic pollution and its impact on gender roles and vulnerabilities. This scope involve fieldwork, surveys, data collection, and data management.
- Conducting comprehensive literature reviews to stay current with the latest research findings, policies, and initiatives related to marine plastic pollution. In addition to that, synthesizing relevant information to inform research strategies
- Analysing the policies and events that relate to the circular economy efforts both from internal and external parties in Indonesia

**Volare Advertising Network** **Jakarta, Indonesia**  
*Senior Strategic Planner* *May 2020 – Dec 2022*

- Analysed 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
- Led 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
- Conceptualised 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.
- Handled clients: Frisian Flag, Adira, Accenture, FWD Asset Management, Novo Nordisk, Kalbe, Ministry of Tourism and Creative Economy, Pfizer, Singapore Airlines, 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***Strategic Planner***Jakarta, Indonesia***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**

---

**Jakarta Feminist***Staff event for Feminist Festival***Jakarta, Indonesia***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***Awardee of The Bridge to The Future***Jakarta, Indonesia***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.

**CISDI & WHO Indonesia***Communication Coordinator***Jakarta, Indonesia***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

**ACADEMIC PUBLICATION & ACHIEVEMENT**

---

**Academic Publication**

- Gendered Time Used in Palm Oil Plantation: Women Activities In Productive Labor 2023
- The Correlation Between Women Celebrity Endorser and Brand Personality 2016

**Achievement***Asian Institute of Technology and Gender and Development Studies* 2024

- Awarded to be the excellent graduates from Gender and Development Studies equivalent with an "A" for thesis work in Gender and Entrepreneurs study.
- An awardee of Asian Institute of Technology and Gender and Development Fellowship Scholarship for a master's degree in Gender and Development Studies

*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.