

## **CURRICULUM VITAE**

Herry Douglas, SE, MM  
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herry.douglas@gmail.com

# **Herry Douglas, SE, MM**



I am an energetic, ambitious person who has developed a mature and responsible approach to any task that I undertake or situation that I am presented with. I am a professional expert with 9 years of experience in brand activation and community development. I am excellent in working with others to achieve a certain objective on time and with excellent.

## **PERSONAL INFORMATION**

Place/Date of Birth : Pekanbaru/02<sup>nd</sup> November 1988  
Sex : Male  
Marital Status : Married  
Religion : Moeslim  
Address : Condet Batu Ampar No 11 Kramat Jati Jakarta Timur 13520  
Heigh : 168 cm  
Weight : 57 kg  
Nationality : Indonesian  
Mobile Phone No : +6281314138886; 0811170211  
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LinkedIn : linkedin.com/in/herry-douglas-932876a1  
Social Media : Facebook, twitter, Instagram (HerryDouglas)

## **FORMAL EDUCATION**

2006-2010 : Bachelor Degree of Economics, Majoring in Marketing Management – Trisakti University Jakarta (GPA 3.41)  
2010-2013 : Master Degree of Management, Majoring in Service Management- Trisakti University Jakarta (GPA 3.68)

## **INFORMAL EDUCATION AND AWARD**

### **Informal**

2007 Basic Leadership Management BEM FE Trisakti University, Jakarta  
2007 Basic Office Computerization LAP FE Trisakti University  
2009 Leadership Management Training Parlemen FE Trisakti University  
2010 Leadership Management Training FE Trisakti University  
2010 Astra Basic Management Program (ABMP)-Astra International  
2014 Strategic Brand Management – Frontier Education Division  
2013 Conversation 3 – LIA Kelapa Gading  
2017 Kursus Bahasa Jepang Basic Level- Gakushudo Kelapa Gading  
2017 How Becoming Great Supervisor Training  
2017 Astra First Management Program(AFMP)-Astra International  
2018 Workshop Strategic Communication in Business

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2019 Marketing Communication by Marketing MIX  
2019 TBI English Course Kelapa Gading  
2020 EF Kelapa Gading

### **Award**

2007 Scholarship of Trisakti University (Best Student)  
2009 Scholarship of Trisakti University (Best Activist)  
2010 Aktivist Berprestasi Fakultas Ekonomi Universitas Trisakti 2010

## **WORKING EXPERIENCE**

2008-2010 Assistant Lectures at Economy Faculty, Trisakti University  
2010-2018 Below The Line Senior Supervisor- PT Astra Honda Motor with Job Responsibility :

1. Manage national product campaign in order to create memorable experience for customer and journalist thru conducting out of the box brand activation activities such as product launching, exhibition, riding experience event, sales campaign program, customer gathering
2. Event conceptualize, Plan, Execute, Monitoring and Reporting and ensure cost efficiency thru detailed cost review and effective negotiation
3. Work closely with cross function (Internal : ATL, Digital, community, Sales, Customer Care, Technical, Parts, customer insight ; External : Vendor, agency, event organizer, etc ) to make sure that all activities align with marketing strategies
4. Provide brand activities direction and guidance to all main dealer and supervise them to ensure that all activities inline with our guidance
5. Monitoring and Analyze competitor movement in brand activities program to ensure pushing our brand forward as aggressively as possible

<b>Project Portofolio</b>						
New Product Launching	Exhibition	Riding Experience	Sales Campaign Program	Customer Gathering	Community Event	
New Product Launching & Press Conference (Revo AT, New Absolute Revo, Blade, Supra X Helm In PGMFI, Honda Verza 150, Honda CB150R, Honda CBR250RR, Honda CRF150L, CMX500 Rebel, Big Bike Soft launching)	Roadshow Revo Jagoanku 1000 lokasi	Fuel Econo contest "Revo Jagoan Irit"	Lucky Draw Program "Pahala Honda"	Meet & Greet with Dani Pedrosa & Casey Stoner 2014	Honda Bikers Day 2015, 2016,2017,2018,2019	
	Honda Fiesta 2012	Revo "Ekspedisi Nusantara" Touring Medan-Manado	Lucky Draw Program "Road to MotoGP"	Meet & Greet with Dani Pedrosa & Marc		
	Sirkuit Ramadhan 2012,2013,2014	World Premiere CBR250RR (national launching and press riding experience)	Lucky Draw Program "Blade goes to Sepang"	Marquez 2015, 2016, 2017		
	Gaikindo Indonesia International Autoshow 2016 - Makassar					
	Gaikindo Indonesia International Autoshow 2018					

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2019- present : Community Marketing Development Supervisor- PT Astra Honda Motor with Job Responsibility :

1. Plan, develop and implement development, partnership, and cultural event for Honda Community as loyal customer
2. Work Collaborative with cross function to develop attractive community campaign
3. Engage with all Honda Communities all over Indonesia with a focus on empowering community to grow through sharing, helping and co learning within these communities
4. Advise on the process from pre campaign to post campaign strategies
5. Supervise Community Development activation for all region
6. Analyze and solve problem our Honda Community through communication and professional approaching
7. Evaluate and measure campaign effectiveness
8. Manage event calendar, project timelines and event budget
9. Manage and coordinate external suppliers
10. Competitor movement monitoring and analysis

Project Portofolio			
Development	Product Campaign	Partnership	Cultural Event
1. Bikers Camp	1. Honda Beat Day	1. National gathering PCX Community	1. Honda Bikers Day 2019
2. Safety Riding Competition	2. PCX Luxurious Trip	2. National gathering Beat Community	2. CBR Race Day
3. E-sport Competition	3. ADV150 Urban Exploride	3. National Gathering CBR150	
	4. Jelajah Alam	4. National Gathering CB150R	
	5. Scoopy Fashion Week		
	6. Scoopy Virtual Challenge		

### **SKILLS**

- Communication skill , Critical Thinking, Team Work, Time Management, Leadership, Adaptability, Decision Making, Problem Solving
- Computer Skill, Marketing Skill, Event handling Management & Show Director

### **PERSONAL CHARACTERISTIC**

- Initiative, Willingness to learn, Ambitious, Hard Worker, Energetic, Fast Learner , Discipline.

Jakarta, 10 Februari 2020

Herry Douglas, SE, MM