
Anthony Stevven

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Jl. Jatinegara timur 3 no 10

Jatinegara, Jakarta timur, 13350

E-mail : anthony_stevven@yahoo.com

Phone: +62 21 8506446

Education

- 1996 - 2001 **SD Christian IV**, BPK Penabur, Jakarta.
- 2001 - 2004 **SMP Christian V**,BPK Penabur, Jakarta.
- 2004 - 2007 **SMA Christian VII**, BPK Penabur, Jakarta, majoring in science (IPA).
- 2007 - 2011 **London school of public relations** Jakarta, majoring in Mass Communication. GPA 3,3.

Non formal education

- February 2008 **Radio broadcasting course (RBC)** at LSPR, it was teaching by Dana Sumirat (ex announcer at Prambros radio)
- 2010 **swimming course**
- June 2011 **Professional MC and Presenter class at Talk-Inc** school for TV presenter – MC in-house programs for Public Speaking
- July 2013 **Barista Course at Esperto Barista Course**
- August 2013 **Radio Broadcasting development** at 89,6 I-radio FM

Working experience

- December 2014 – present** **PT. Huawei Tech Investment**
- Position **VAS Operation Specialist for DMO project at PT. XL axiata TBK**
- Responsibilities
- Digital Merchant Management
 - Handle day to day operational
 - Discuss new program with each DM
 - Reshape the strategy and execution of DM to grow the business
 - Discuss how to increase the revenue and subscriber
 - Discuss to enhance the existing service to make subscriber loyal with the service
 - Collecting program / service for seasonal promotion
 - Check the execution of marketing support
 - Escalate to related team for DM's technical request or problem
 - To provide information to DM on current policy
 - To ensure DM understand the policy and comply with XL policy
 - DM Package Selling
 - M-ads Management

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April 2012 – December 2014 **PT Graha Prima Swara (GP Records)**

Position **Manager Digital Content**

Responsibilities

- o Manage all digital music content (upload, managed, promotion content)
- o Maintain partnership with all partners (all telecommunication VAS industry, music label, content Provider, handset development (samsung , Nokia) , Youtube, Google
- o Marketing Strategy
- o Marketing and Promotion for B2B
- o Social media promotion
- o Business development

Achievement :

- o Made a new company from zero revenue till minimum revenue 2 Billion/month from digital marketing
- o The First Artist Of the Month Campaign, new concept for NSP promotion with highly effective improve revenue

April 2011 – April 2012 **PT Triyakom**

Position **Creative and RBT promotion**

Responsibilities

- o Partnership with music label
- o Partnership with Telecommunication VAS Industry
- o Promotion and marketing content
- o Social media promotion

Achievement :

- o The Highest NSP revenue from all music label/ content provider at march 2012

Sep – Dec 2010 **HIN (Hot Import Night) Automotive Magazine**

Position Journalist – internship

Responsibilities

- o Social media promotion written article in bahasa and english
- o Reporting News

2007 – Present Master Of Ceremony

2012 -2013 **Host Hot Spot** at Mivo Online TV Streamingg

2009 – 2011 **wedding organizer** “Denny’s organizer”

October 2010 **Head Of Program** “Banzai Bunkazai” Japanese Exhibition

April 2010 **Head of equipment** LDK (latihan dasar kepemimpinan)

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Sep 2009 - Feb 2010 **Producer** theater “Journey to The West The Beginning

June 2009 **Head of social activity** for Buddhism anniversary 2009

March 2009 **Producer** mini Film “A production team”

2006 - 2009 **Announcer** for PIONER (penabur on air) at 96.3 FM Radio Pelita Kasih

Organizational

2006- Present **SEVA (social activity)** Sai Baba study group

2007 – 2010 **London School Radio Club**

2008 – 2010 **Head of creative, sport and inventory** for KMB Pramuditta

Achievement

2008 **First winner** photo contest “coloring media”

2010 **Runner Up Best production** theater “journey to the west”

2011 **3rd winner MC** search mall Ciputra Jakarta

Language Skills

Indonesian

Speak: Mother Tongue Read: Mother Tongue Written: Mother Tongue

English

Speak: Adequate Read: Adequate Written: Adequate

Personal Details

Place / Date of Birth : Jakarta, 18 October 1988

Religion : Buddha

Blog : www.anthonystevven.tumblr.com
www.and2ny5te7.blogspot.com



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Interests & Hobby

- Broadcasting
- Sport activity
- Listening music
- Meet people
- Game
- Barista and coffee
- Photography
- Traveling

Skill

- Broadcast
- Telecommunication VAS
- Marketing
 - Digital Marketing,
 - Music marketing
 - Strategy Marketing
 - Persuasive Marketing
 - Creative Marketing
 - Marketing Promotion
- Promotion
- Presenter
- Partnership
- Social Media Strategy (facebook, twitter, youtube, path, google+, bubbly)
- Office (outlook, word, excel, power point,)
- Adobe photoshop, adobe PremierPro, adobe audtion, Flash
- Barista
- Photography + editing
- Event organizer

Personal Attributes

- Hard worker
- Quick learner
- Leadership
- Friendly and pleasant
- Easy going