



JAKARTA, 4.OCTOBER.1985

PLACE & BIRTH

INDONESIAN

NATIONALITY

MARRIED

STATUS

MOSLEM

RELIGION

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**ANTHONI OCTAVIANO**

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## SUMMARY

Optimizing my 6-year working experiences and knowledge of communication and project management to enhance and safeguard the Company's corporate image, establish favorable corporate position among its stakeholders, add values to its shareholders, support its operational activities in communication and relation issues. My areas of expertise involve corporate communication, internal communication, public relations, media relations, event organizing and project management.

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## WORKING EXPERIENCE

### COMMUNICATION SPECIALIST

PT WEDA BAY NICKEL (October 2012 – present)

Jakarta & Central Halmahera

A world-class nickel and cobalt mining and processing project in Indonesia. Located in Tanjung Ulie, Central Halmahera. Owned by Eramet Group, Mitsubishi Corporation and PT Antam.

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## ROLES & RESPONSIBILITIES

### Company's Spokesperson

Making public appearances in stakeholder engagement programs, such as public meeting, to keep the local stakeholders updated on vital company information. This role involves formulation of key messages that are incorporated into Company's publication platforms and analysis on misleading news regarding the Company and providing clarification, whether it is through interview statement or press release, in close coordination with superiors.

### Organization Development

Developing communication work plan as well as communication SOPs. We were succeeded in developing a comprehensive work plan and communication procedures and re-identifying the job description of department's staff, three issues that have been crippling Communication Department. We also reinvented the Company's new comer induction program.

### Creative Think-tank

Coming up with endless ideas for internal programs, publication platforms, taglines and jargons, and printed and digital designs. We are currently handling the Company's branding program, gave birth to Kabar WBNickel e-Magazine and wellness initiatives such as Fruit Day, and reinvented WBN Initiatives Challenge program into a prestigious annual event that "belongs" to the Company.

**WORKING  
EXPERIENCE**

**ROLES &  
RESPONSIBILITIES**

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**SENIOR PROJECT OFFICER**

YAYASAN SAHABAT CIPTA (January 2011 – November 2012), Jakarta  
A local development agency that has a spectrum of community empowerment programs funded by private companies and international development agencies. It was previously a part of Swisscontact Indonesia Foundation, until it decided to become an independent organization.

**Project Development**

Involved, and often led, in every step of program development from start-up to its implementation. Tasks were ranging from developing action plan, managing budget, formulating monitoring instrument, documenting projects and engaging stakeholders and partners.

(**Involvement in Projects:** Smoke-free Jakarta Project II, Sustainability Dairy Farm Program, Capacity Building and Microfinance for Associates Program, Jakarta, Sector Enhancement for Economic Development Program, Bangladesh Intergovernmental Partnership Visit, Indonesia Forest and Climate Support Program)

**(Highlighted Project – SMOKE-FREE JAKARTA II)**

Assumed the position of Deputy Project Manager and Communication Coordinator with roles and responsibilities that encompass:

**Project Spokesperson**

Promoted the smoke-free initiatives towards the stakeholders (government officials, journalists, general public) through public appearances in a form of public presentations or press conferences.

**Mass Media Campaign Development**

In collaboration with World Lung Foundation, we set-up the first ever smoke-free mass media campaign in Jakarta that was aired in 2011. The project covered collaboration with social media experts who pilot famous social movement based Twitter and Facebook accounts to enhance the below the line communication.

**Government Relations**

Coordinated dozen officials of Environmental Management Board of Jakarta and liaised other government agencies in the implementation of smoke-free regulation. We were successful in lobbying the provincial-level government to support the enactment of Governor Regulation No. 88 Year 2010 on Smoke-free Zone. The regulation was enacted in mid 2010 and is still going strong.

**Development of the Enforcement System of Smoke-free Regulation**

In line with the enactment of Governor Regulation No. 88 Year 2010 on Smoke-free Zone, we developed the first integrated hotline system (website, phone line, SMS service) on smoking violation to encourage public participation. At the same time, We established a network of trainers who are expert in the enforcement of smoke-free regulation. They are actually government officials who were carefully selected and intensively trained on smoke-free issues.

**Training Deliveries**

Took the helm in delivering trainings and presentations on communication strategy for smoke-free initiative and implementation and enforcement of smoke-free regulation.

**WORKING  
EXPERIENCE**

**ROLES &  
RESPONSIBILITIES**

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**PROJECT OFFICER**

SWISSCONTACT INDONESIA FOUNDATION (October 2009 – January 2011), Jakarta

A development agency established by key local staff of Swisscontact, a not-for-profit organization founded in 1959 by personalities from the Swiss private business and university sectors.

Started as an intern for Smoke-free Jakarta Project I, I was privileged with an opportunity to assist in the implementation of several existing programs. As I gained more responsibilities, I began to involve in a development of project. Assumed the helm of Communication and Information Officer for Smoke-free Jakarta Project.

**(Involvement in Projects:** Smoke-free Jakarta Project I, Jakarta Walkability Survey, “Solusi Rumah” Program)

**(Highlighted Project – SMOKE-FREE JAKARTA I)**

**Article Writing**

Wrote news articles for Smoke-free Jakarta website and press releases for press conferences.

**Public Communication**

Assisted in the development of various public communication platforms such as power point presentation for public socialization and various campaign videos, posters and attributes.

**(Highlighted Project – JAKARTA WALKABILITY SURVEY)**

**Survey Preparation and Implementation**

Setting-up survey implementation from ground-up. We drafted and compiled a report that later becomes a go-to-document on Jakarta Walkability.

**(Highlighted Project – “SOLUSI RUMAH” PROGRAM by HOLCIM)**

**Product Branding**

Visited small to mid Holcim-licensed construction stores in Jakarta, West Java, and Central Java to assist the owners in the placement of Holcim attributes on their stores. This function covered also taking notes and compiling of Holcim license buyers’ complaints.

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**EO STAFF**

REBORN MANAGEMENT (May – October 2009), Bandung  
An event organizer originated from Bandung.

**ROLES &  
RESPONSIBILITIES**

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Started as a student-in-training, I became a pro-bono staff in charge of media planning.

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**EDUCATION**

- Padjadjaran University, Bachelor Degree in German Linguistic. Bandung, 2009.
- Padjadjaran University, Bachelor Degree in Communication Management. Bandung, 2010.

**TRAININGS  
RECEIVED**

- Workshop on Communication Strategy, Edelman Indonesia, Jakarta, 2013.
- Course on Budget and Financial Management for Tobacco Control, the International Union Against Tuberculosis and Lung Disease (The Union), Bogor, September 2011.
- Course on Project Management (LFA Analysis) for Tobacco Control, the International Union Against Tuberculosis and Lung Disease (The Union), Bogor, May 2011.
- Workshop on Social Media, Media Production, and Debate, Open Society Institute (OSI) and International Debate Education Association (IDEA), Chiang Mai, July 2010.
- Workshop on Articulating Results Chain Workshop, Swisscontact Regional Office South East Asia (ROSEA), Jakarta, May 2010.
- Workshop on LFA Analysis: Theory and Practical, Swisscontact Regional Office South East Asia (ROSEA), Jakarta, October 2009.

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**PERSONAL  
ACHIEVEMENTS**

- Award for 'The Most Constructed Debater' in Social Media Campaign, Media Production, and Debate from Open Society Institute (OSI) and International Debate Education Association (IDEA), Chiang Mai, Thailand, 2010.
- Award for 'The Best Documentary Video' in Workshop in Social Media Campaign, Media Production, and Debate from Open Society Institute (OSI) and International Debate Education Association (IDEA), Chiang Mai, Thailand, 2010.

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**COMPLEMENTARY  
SKILLS**

**Translation**

Experienced in translating back to back countless company reports, company profiles, annual reports, articles and other project documents. Since 2010, I have been moonlighting as a freelance translator, mostly from English to Indonesian translation, for clientele such as Metra-Telkom, GBF, and Kesaint Blanc Publisher.

**Graphic Design**

As a self-taught graphic designer, I operate mostly with Adobe Photoshop to design and edit photos. I coordinate and supervise the work of professional designers and consultants, providing design concepts and visions to them.

**Video Editing**

I am familiar with video editing software such as Movie Maker and Adobe Premiere. I have been developing videos for my Company's in-house TV.

**Copywriting**

Creating taglines, jargons and key messages that are fit for different needs, whether it is for social campaigns, public engagement or promotion materials.