

Enda Nasution

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Summary

- **Strategic and hands-on experience** in planning and executing Internet Marketing Campaign.
 - **Proven creative talent** combine with strong technical background.
 - **Internet culture** and online media savvy.
 - **Skills** in HTML, CSS, Web Usability, Web Standards, E-Commerce, Project Management, Marketing Communication, Creative Copywriting and Strategic Planning
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Experience

E - Marketing Manager, 9/02 – Present

PASSION NET CO., LTD. Thailand

- Starting as **Internet Marketing Strategist** successfully created key campaign for **Passion Asia** (www.passionasia.com) resulted in **400%** traffic increase, reaching more than 1 Million page views in 2004.
- Managing Passion Net websites network of over **30 websites**.
- Researching, planning and managing marketing efforts from *Search Engines Marketing* (PPC+SEO), *Email Marketing to Affiliates Marketing* and *Link Building* campaign.

Copywriter, 6/00 – 4/02

OGILVY & MATHER ADVERTISING Indonesia

- Successfully delivered marketing campaign for International brands such as: **American Express, BP, Nestlé Dancow, Nestlé Omega, and Nesvita**.
 - Received **Indonesian Ad Award 2001** and **2002** for Best TV Commercial Series and Best Print Ad Series for Nestlé Dancow and Sampoerna A Mild campaign.
 - Certificate from **Media Asia Advertising Award 2002** for Nestlé Dancow TV Commercial.
 - Finalist in International **Clio Advertising Award 2002** for Nestlé Dancow TV Commercial.
 - Listed as one of **The Hottest Creative Person** in the region 2002, 2003 by **Campaign Brief Asia**.
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Education

Bachelor degree in Water Resources Engineering

October 1999

Bandung Institute of Technology – Bandung, Indonesia (www.itb.ac.id)

Activities

- The moderator of Indonesian Advertising Forum with growing members of more than 900 professionals from various backgrounds and occupations.
 - Maintaining personal Web log (<http://enda-aseli.tripod.com>) contains updated personal commentary, writings, news and links.
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References

Alan Couldrey

Head of Country

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Roy Wisnu

Creative Director

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