

# Agnia Ananda Putri

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## **Summary of Qualification**

7+ years in Visual & Voice Development and Social Media Operations with a Demonstrated History of working with Advertising Agencies, Motion Graphic Studio and Creative Studio

## **Career Objective**

To be a visual communication leader in leading multinational company

## **Fulltime Experience**

- Visual Communication Artist, **Calme Indonesia**, Apr 2021 – Present
- Account Executive, **Arkala Animation Studio**, Aug 2017 – Aug 2019
- Producer, **Arkala Animation Studio**, Nov 2017 – Aug 2018
- Visual Art Coordinator, **Arkala Animation Studio**, Aug 2017 – Nov 2018
- Motion Graphic Artist, **Macroad Linikini**, Apr 2017- Aug 2017

## **Part-time/Freelancer Experience**

- Voice Over Artist, **The Asian Parent (Parentinc)**, Feb 2021 – Present
- Voice Over Artist, **Studio Antelope**, Apr 2020 – Present
- Voice Over Artist, **DoubleDi Studio**, Jan 2019 – Present
- Social Media Admin, **Dialograf**, Jan 2023 – May 2024
- Voice Over Artist, **Universitas Multimedia Nusantara**, Apr 2023 – Apr 2023
- Voice Over Artist, **Somethinc**, Aug 2022 – Aug 2022
- Private Vocal Coach, 2010 – 2019
- Vocal Coach, **SMAN 7 Tangerang Selatan**, 2010 – 2018

## **Area of Competencies**

- Visual Development - Creative & innovation, design process, lead time management
- Account Management - Client acquisition & retention, sales pitch & closing, negotiation
- Project Management - Plan, organize, execute, tracking, collaboration
- Result oriented, persuasive leadership, team player, personal & team development

## **Education Background**

Bachelor, Visual Communication Design (DKV), Universitas Multimedia Nusantara, 2017, Tangerang

## **Training & Development Programs**

- **Workshop and Training**
  - ✓ Teamwork and Leadership Training – Student Development Multimedia Nusantara University (2017)
  - ✓ Character Building Training – Student Development Multimedia Nusantara University (2017)
  - ✓ Earth Day WWF Workshop – WWF Indonesia (2016)
  - ✓ Information Literacy Skills Program – Multimedia Nusantara University (2015)

## ▪ **Certification, Formal Course, Achievement**

- ✓ Speaker In Professional Development Class – Multimedia Nusantara University (2019)
- ✓ Winner, Congeniality – Sunlisk Hijab Hunt – Supported by Detik.com-Trans TV (2018)
- ✓ ETS TOEIC (2017)
- ✓ As a Master of Ceremony for animation film seminar “The Battle of Surabaya” (2016)
- ✓ Winner, Best Story Animation – Barros International Animation Festival (2016)
- ✓ University Ambassador – Multimedia Nusantara University (2015)
- ✓ Nominated Best Animation – Festival Film Indonesia (2015)
- ✓ IEC Prediction for The TOEFL (2013)

## **Digital & Software Qualification**

- Graphic Design (Adobe Illustrator, Adobe Photoshop, InDesign)
- Animation (Adobe After Effect, Adobe Premiere)
- Microsoft Office (Word, Excel, Power Point)

## **Personal Background**

- Year of Birth: 1995
- Marital Status: Married
- Height & Weight: 171 cm & 62 kg
- Hobby: Music, Movie, Cooking, Painting, Traveling
- Language: English, Indonesia

## **Resume of Fulltime Experience**

### **April 2021 – Present**

#### **Visual Communication for Tokopedia Pro Merchant. Calme Indonesia**

Calme Indonesia, Tangerang

#### **Responsibility**

- Directly report to Head of Marketing
- Visual communication plan for digital marketing campaign, including product creative shoots
- Provide creative plan for new products launch
- Ensure all marketing collaterals align with brand focus and key messages

#### **Key Achievement**

- Launched new packaging design for all Calme skin treatment series (2020 - present)
- Launched product creative shoots and editing for all Calme skin treatment series (2020 - present)
- Successfully managed corporate special projects - PT. Pertamina, Home Credit, BRI, etc (2020-2022)
- Launched new concepts of product and social media sales campaign (2022)

### **August 2017 – August 2019**

#### **Account Executive**

Arkala Animation Studio

#### **Responsibility**

- Client acquisition & retention
- Project management and collaboration with related stakeholders – clients and internal team member

- Administration tasks, including project documents and sales documents
- Actively participated in various events/exhibitions for networking purposes
- Partnership and collaborations with start-up companies and professional artists
- Provide content ideas for social media campaign

### **Key Achievement**

- Successfully delivered the Character Mascot for “Little Thinker” Playgroup and Kindergarten of Sampoerna School Program, including control short timeline production and lead coordination with the President Director of Sampoerna School and the other support team – Sampoerna School (2018)
- Contributed to support and deliver the animation video for Test Event Paralympic 2018 – Asian Games (2018)
- Successfully delivered and worked on special projects with Prasetya Mulya University to make a film about Tourism department – Prasetya Mulya University (2017)
- Successfully developed new idea/concept for Tourism department social media (Instagram) content of Prasetya mulya – (2018)
- Successfully delivered product commercials and series for Sariwangi Indonesia, Daihatsu, ASTRA International, JSK Jeans, Kementrian Pertahanan, Kementrian Pertanian and other collaboration (2018)

## **November 2017 – November 2018**

### **Visual Art Coordinator**

Arkala Animation Studio

### **Responsibility**

- Directly Report to Art Director
- Project management within internal teams
- Makesure visual production to be aligned with client brief, in technical perspective

### **Key Achievement**

- Successfully delivered the Character Mascot for “Little Thinker” Playgroup and Kindergarten of Sampoerna School Program, including control short timeline production and lead coordination with the President Director of Sampoerna School and the other support team – Sampoerna School (2018)
- Contributed to support and deliver the animation video for Test Event Paralympic 2018 – Asian Games (2018)
- Successfully delivered and worked on special projects with Prasetya Mulya University to make a film about Tourism department – Prasetya Mulya University (2017)
- Successfully developed new idea/concept for Tourism department social media (instagram) content of Prasetya mulya – (2018)
- Successfully delivered a commercial video and series for Sariwangi Indonesia, Daihatsu, ASTRA International, JSK Jeans, Kementrian Pertahanan, Kementrian Pertanian and other collaboration (2018)

## **November 2017 – August 2018**

### **Producer**

Arkala Animation Studio

### **Responsibility**

- Directly report to CEO
- Developed internal project timeline and makesure production to be aligned with client brief
- Managed events for company publication purpose
- Regular reports for upcoming/possibly projects and client

- Sourced related talents to be involved in the productions, team such as visual, voice over, illustration, motion graphic, etc

### **Key Achievement**

- Successfully delivered the Character Mascot for “Little Thinker” Playgroup and Kindergarten of Sampoerna School Program, including control short timeline production and lead coordination with the President Director of Sampoerna School and the other support team – Sampoerna School (2018)
- Contributed to support and deliver the animation video for Test Event Paralympic 2018 – Asian Games (2018)
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- Successfully delivered a commercial video and series for Sariwangi Indonesia, Daihatsu, ASTRA International, JSK Jeans, Kementrian Pertahanan, Kementrian Pertanian and other collaboration (2018)

### **April 2017 – August 2017**

#### **Motion Graphic Artist – Full-time**

Macroad Linikini

### **Responsibility**

- Directly report to Head of Design
- As a motion graphic artist for content of train/commuter line entertainment needed & lifestyle
- Pre-production - including brainstorm, concept idea's, sketch, storyboard
- Production - including image digital vectors, illustration, motion video, layout, body text
- Created post-pro including sound effect, background music, voice over, render

### **Key Achievement**

- Delivered 70% Content a day and it's a significant portion of KRL and client content be made
- Successfully incharge as a Voice Over artist for support the brand advertising such as Lifebouy, Bodrex, Go-Food, Unilever, Astra Auto 2000

## **Resume of Part-time/Freelance Experience**

### **Februari 2021 – Present**

#### **Voice Over Artist**

theAsianparent (Parentinc), Jakarta

### **Responsibility**

- Provide voiceovers for product commercials
- Interpret scripts and deliver lines in a clear, engaging, and appropriate manner
- Work closely with directors and producers to achieve the desired tone and style

### **Key Achievement**

- Successfully provide content for social media parenting content – (2021)
- Successfully provide stunting program workshop content – (2022-2023)
- Successfully provide advertising video for client's (Cerebrofort, Lactacyd Baby, Frisian Flag, Golden Start Club) – (2022-2024)

## **April 2020 – Present**

### **Voice Over Artist**

Studio Antelope, Jakarta

#### **Responsibility**

- Provide voiceovers for product commercials
- Interpret scripts and deliver lines in a clear, engaging, and appropriate manner
- Work closely with directors and producers to achieve the desired tone and style

#### **Key Achievement**

- Successfully provide content for documenter video (Es Teler 77) – (2020)
- Successfully provide a Campaign Video (The Body Shop) – (2021)
- Successfully provide an advertising video for social media (2022-2024)

## **Jan 2019 – Present**

### **Voice Over Artist**

DoubleDi Studio, Tangerang

#### **Responsibility**

- Provide voiceovers for product commercials, advertising, company profile
- Interpret scripts and deliver lines in a clear, engaging, and appropriate manner
- Work closely with directors and producers to achieve the desired tone and style

#### **Key Achievement**

- Successfully provide content for documenter video (Es Teler 77) – (2020)
- Successfully provide a Campaign Video (The Body Shop) – (2021)
- Successfully provide a Musical Advertising Video (Traveloka Paylater) – (2023)
- Successfully provide a Mobile Apps Introduction Music Video (Jamsostek BPJS) – (2021)
- Successfully provide an advertising video for social media (2022-2024)

## **Jan 2023 – May 2024**

### **Social Media Admin**

Dialograf

#### **Responsibility**

- In collaboration of Dialograf Studio (Graphic & Animation)
- Contributed to manage monthly campaign for social media (Instagram) – (2023)

#### **Key Achievement**

- Successfully managed brand digital campaign for Selamat Wafers

## **April 2023 – April 2023**

### **Voice Over Artist – Freelance**

Universitas Multimedia Nusantara

#### **Responsibility**

- Provide voiceovers for animation film of UMN production house as internal agency for creative productions
- Interpret scripts and deliver lines in a clear, engaging, and appropriate manner
- Work closely with directors and producers to achieve the desired tone and style

### **Key Achievement**

- Successfully provided voiceover for company profile video – PT. Cahaya Samoedera, Marine Industry

### **August 2022 – August 2022**

#### **Voice Over Artist – Freelance**

Somethinc – BeautyHaul

### **Responsibility**

- Provide voiceovers for product commercials
- Interpret scripts and deliver lines in a clear, engaging, and appropriate manner
- Work closely with directors and producers to achieve the desired tone and style

### **Key Achievement**

- Successfully provided voiceover for beauty campaign video for social media – PT. Cahaya Samoedera, Marine Industry