



Hardi Haryono

Senior Multimedia Designer

Experienced Multimedia Designer with over 4 years of creative expertise in delivering visually compelling content. I'm a self-motivated professional with a passion for turning ideas into reality. With a strong foundation in multimedia, marketing acumen, and a strategic business mindset, I deliver exceptional results.

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SKILLS

- Marketing Strategic
- Digital Marketing: Paid Ads (Meta Ads and Google Ads)
- Analytic and Tracking: Google Analytic
- Social Media Management
- Market Research
- Public Relation
- Search Engine Optimisation
- WordPress
- Web Design
- Creative Work
- Photography
- Videography
- Visual Editing
- Motion Design
- Branding

WORK EXPERIENCE

Senior Multimedia Designer

PT. Riza Kreasi Naturalindo (BHUMI)

05/2021 - Present

Jakarta, Indonesia

Since 2017, PT Riza Kreasi Naturalindo created a beautiful story named BHUMI. Build with passion to open a new page of natural skincare.

Tasks/Achievements

- Collaborated with creative teams to develop consistent composition guidelines, contributing to an improvement in brand consistency across all visual content.
- Utilized professional lighting equipment to enhance visual quality, contributing to an improvement in overall image clarity.
- Captured 100+ high-quality images per month and utilized advanced editing techniques to enhance image aesthetics.
- Collaborated with production teams to streamline equipment setup.
- Generated post-production techniques that elevated video quality, leading to a 300% rise in viewer engagement across all content.
- Create motion sequences compatible with multiple platforms.

Account Executive

PT. Zona Industri Ekstraktif (ZONECOCO)

01/2022 - Present - Part Time

Bandung, Indonesia

ZONECOCO is a leading supplier of agricultural and commodity products based in Indonesia.

Tasks/Achievements

- Successfully executed A/B tests on email campaigns, leading to a 20% higher click-through rate compared to the previous approach.
- Managing B2B and trade.
- Logistic and supply chain management.
- Conducted thorough market research, leading to a 25% increase in conversion rates by aligning product offerings with customer preferences.
- Cultivated and maintained relationships with 50+ key external partners, achieving to decrease in material costs.
- Conducted SEO audits and orchestrated improvements leading to a 20% increase in conversions from organic search traffic.

Director of Photography and Business Operational

Creative Agency (Disisi Creative)

01/2019 - 07/2020

Bandung, Indonesia

Disisi Creative is a creative agency based in Bandung.

Tasks/Achievements

- Overseeing and managing the daily operations of a business. Ensuring efficient and effective business processes, implementing strategies to improve productivity, quality, and profitability.
- Translated market research insights into actionable marketing strategies that fostered a 15% increase in lead generation.
- Rebranding 24production to Disisi Creative (Brand Guidelines & Retouch Logo).
- Implemented lighting adjustments that enriched visual quality.
- Developed creative camera framing techniques that enriched scene aesthetic.
- Improved the efficiency of post-production workflows that reduced editing time by 50%, allowing for faster content delivery without compromising quality.

PERSONAL PROJECTS

Traveloka (08/2021 - 03/2023)

- Designed motion graphics for digital marketing campaigns and a 30% improvement in click-to-open rates.
- Seamlessly integrates content into various platforms such as Traveloka website, social media campaigns, megatron displays, and meta advertisements.

Orchid Forest (12/2019 - 01/2020)

- Developed a unique visual identity for a campaign. Contributing to a 25% increase visitors in 3 months.
- Shot moment at festival events.
- Applied color grading and correction methods resulting in a 15% increase in visual quality and viewer engagement.

Sukma Film (2019)

- Applied lighting techniques and equipment, contributing to a 25% reduction in post-production editing time.
- Become the most favorite short film at Telkom University.

Patarema Festival (2019)

- Successfully organized and developed a motion opening festival that attracted 1,000 attendees.

VOLUNTEER EXPERIENCE

Documenter and Teacher

1000 Guru Jakarta

12/2022

Jakarta, Indonesia

1000 GURU is a foundation and social community that operates in the field of education since 2012.

Tasks/Achievements

- Volunteer to teach the children at SDN 03 Cigemblong, Desa Cigemblong, Kab. Lebak, Banten.

EDUCATION

Bachelor of Visual Communication Design | Telkom University

Major in Multimedia

08/2015 - 07/2019

CERTIFICATES

Google Ads Search (11/2024)

Translate a vision for online marketing into a coherent digital marketing strategy. Develop a Google Search strategy with wider company marketing plans. Generate a plan to increase leads, sales or web traffic using Google Search. Ensure your Search marketing plan is aligned with your digital marketing budget.

Google Analytics (11/2024)

Setup a Google Analytics 4 property for a website or an app. Collect the data you need for your business and use the various reporting tools and features. Recognize key measurement features that can show the effectiveness of your online marketing efforts

Social Media II | HubSpot Academy (11/2024)

Advanced Social Media Strategies
Social Media Advertising in a Cookieless World
Social Media Community- Led Growth
Improving Your Social Storytelling
From Likes to Sales: Social Commerce
Transforming Your Social Strategy With Short-Form Video

Social Media | HubSpot Academy (11/2024)

Developing a Social Media Strategy
Social Media Listening and Monitoring
Building a Content Strategy for Social Media
Social Media Calendar Template Tutorial
Extending Your Reach on Social Media
Using Social Media to Build One-to-One Relationships
Introduction to Social Media Advertising
Measuring Your Social Return on Investment
Essentials for Continued Success with Social Media

SEO Fundamentals Course with Greg Gifford (11/2024)

SEO basics with this fantastic course from everyone's favourite expert, Greg Gifford, covering topics including on-page signals, technical SEO, SEO for mobile and more.

RevoU Intro to Data Analytics (06/2024)

Unlock the Power of Data Analysis with RevoU Comprehensive 2-Week Course for Free!

Google Digital Garage (04/2023)

The Fundamentals of Digital Marketing

LANGUAGES

English

Professional Working Proficiency

Indonesian

Native or Bilingual Proficiency

PORTFOLIO

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