

Sheera Angelina



art director + strategist + graphic designer

▣ In 2004 Sheera Angelina discovered creative industry. As her works published she knew that she had found love for life. This love for advertising and design became a guide into a profession. She graduated from Tarumanagara in 2008 with solid knowledge of design. In 2009, Sheera became an art based creative in advertising agency. Her work was soon appreciated and applied by various brand. For Sheera, advertising is just starting point of her work. She can handle any type of brief related to design and communication. ▣

PERSONAL DATA

Age 28 years old
Nationality Indonesian
Current live Enschede,
The Netherlands



EXPERIENCE

07/2007 - 01/2008

Intern Art Director at LOWE Indonesia

Assists art directors in preparing advertising campaigns.

Brands: Close Up (tooth paste/Unilever), Blue Band (margarine/Unilever), Bango (soy sauce/Unilever), Rinso (detergent/Unilever), Good Time (biscuit/Arnotts), Sampoerna Hijau (cigarette).

12/2008 - 12/2012

Art Director at colmanhandoko

Responsible for visual creation of advertising campaigns and coordinates with copy writer.

Brands: Bebelac (formula milk/Nutricia/Danone), HSBC (bank), Telkomsel (Telco), AXIS (Telco), Taro (snack/Unilever), Frisian Flag (formula milk).
Business won: Nutrilon (formula milk/Nutricia/Danone), Gudang Garam (cigarette), Tempra (drug & medicine), Permata Bank, AXIS (Telco), Indofood (ketchup).

01/2013 - 10/2014

Creative Group Head at colmanhandoko

Responsibilities:

Propose yearly creative marketing plan and generating ideas compliance with client's business objective. Presenting, implementing, and maintaining the agreed concept through detail creative output. Coordinates a competence team (5 creatives) and classified job portions to each personal to ascertain the growth of skill & capability.

Brands & Business Won: Bebelac (formula milk/Nutricia/Danone), Dugro (formula milk/Danone), Xenia (automotive/Daihatsu), SONY (mobilephone), Morinaga (formula milk), Pocari Sweat (sports drink).



EDUCATION

2004 - 2008

B.Sc of Visual Communication Design

Faculty of Art and Design, Tarumanagara University
Indonesia

present

Communication Studies Course

Faculty of Communication Studies, Universiteit Twente
The Netherlands

CONTACT

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PROFICIENCIES

programme



Final Cut Pro
Keynote
Powerpoint
Basic HTML/CSS

languages

English
Bahasa

SOCIAL MEDIA

email id: sheera.angelina@gmail.com

