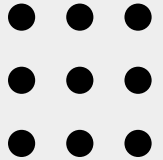


Yousuf Abdullah

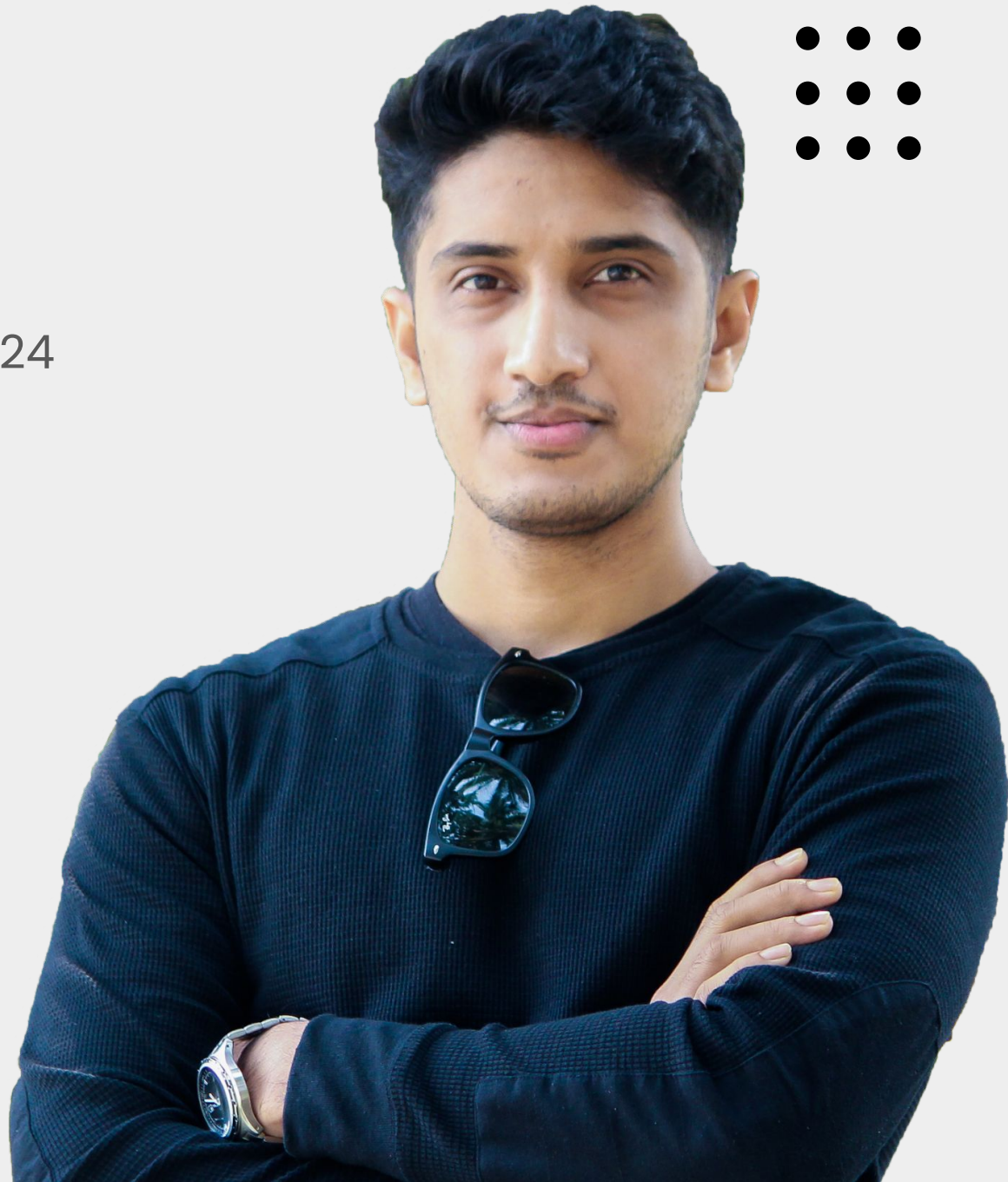
Collaborations

Enthusiast

- Digital Business
- Strategy & Analysis
- Media Buying
- Social



Resume 2024



Cover Letter

As a **Collaborations Expert**, I excel in fostering strategic partnerships across diverse industries, creating synergies that drive mutual success and business growth. Passionate about facilitating seamless collaborations for innovative solutions, I have a proven track record of orchestrating win-win relationships through strategic thinking, strong interpersonal skills, and industry knowledge.

As **Vice President of Operations** at **Bruce Clay Indonesia** and **Media Director** at **STIMULATE Media**, I bring over 9 years of experience in digital marketing, with a focus on social media, content marketing, business strategy, and analysis. I have consistently driven impactful results through strategic initiatives and advanced programmatic advertising. My expertise in digital media buying and leveraging machine learning for targeting precision has led to significant cost reductions and ROI improvements. I am passionate about using digital platforms to enhance brand visibility and achieve strategic objectives. I look forward to discussing how my technical acumen and leadership can contribute to your team's success.

Current Adventure (Sep 2023 - Present)

Vice President Operations - Bruce Clay Indonesia

Media Director - STIMULATE Media



STIMULATE

Contact Details

Current Address : Tower A, Sudirman Tower Condominium, Jalan Garnisun Dalam No 8, Karet Semanggi, Setiabudi Jakarta Selatan, 12930

WhatsApp : +62 8131 9011 189

Email : yousuf@wearecollaborative.net

Instagram : @yousuf89official

LinkedIn : Yousuf A

Twitter : @you89official

Facebook : We Are Collaborative

Education

MONASH University

Bachelors in Information Technology.
(2010 - 2014) In depth studying about algorithms, programming languages, project management, business information systems etc

Past Work Experiences

Business Director - Integrated Marketing W Group (Dways) (Jun 22 - Present)

Both groups consisting of 10 agencies focusing on end to end marketing services from Digital to ATL, BTL, Activation, CRM, Consumer Data Management & Call Center.

I am responsible for managing the operations & sales team for all the campaigns related to digital advertising which includes (Social, Sales, Digital Ads, Training & Business Development)



Managing Director - MY Media Collaborative Agency (Sep 19 - Dec 22)

Started just before pandemic in 2019 as a small creative agency handling small business in their creative needs which now grew to a quite well know in the medium sized agencies handling well know brands across various industries.

Was responsible for growing a team of 3 people to 35 people in a span of 3 years with 3 main growing divisions in content marketing, media productions & strategic communications



Social Specialist - GWH Adtech (Nov 20 - Dec 21)

GWH Adtech is a local fast growing agency focusing on digital ads & performance marketing services. I collaborated with them on few large campaigns such as Sinarmas & Toyota. My primary role was to ensure that content & advertising targetings where on point and delivering the right message & KPI's.



Head of Brand - Shakti Hotels Group (Mar 18 - Nov 22)

Hotel chain in Jakarta & Bandung serving from luxury travellers to backpackers.

I was responsible for social media marketing and eventually was assigned as the Head of all Brands (Hotels & Restaurants) under the group. My responsibilities were to ensure all content, ads, & revenue was at par as per the management required.



Work Experiences

Skylight Communications - Research & Development (Jun 17 - Mar 18)

Software development house in Jakarta focused on building websites, mobile apps & systems for corporate & government bodies. I was responsible to invent new products, features, & systems that could help clients to ease their operations & also increase customer satisfaction.



Senior Software Engineer - Mitra Dana Top Finance (Jan 17 - Jun 17)

Financial company with the largest end-to-end information technology services and solutions provides, working with leading organizations from Financial services & Technology. My primary responsibility was to ensure the website & mobile application was functioning properly at the backend.



Mobile Engineer - Abidhi Solution (Boon Four Network) - (Jan 16 - Dec 16)

First On-The-Way delivery network that connects drivers on the go! Responsible for iOS app development & managing daily operations



Software Developer - Dragonsoft Research Malaysia Mar (Jul 14 - Dec 15)

Develop, maintain & upgrade cutting-edge industry software & coordinate design and implementation of applications. Also collaborate with project managers, engineering teams and client representatives to ensure on-time completion of project deliverables.



Intern Developer - Acer Malaysia (Jan 14 - Jun 14)

Acer Malaysia provides marketing & support services for a full range of personal and business computers in Malaysia. Involved in learning and experiencing the real-world industry of development



Overall Brand Experience



Partners & Publishers I have engaged with



Technology & Tools

