Profil Singkat
Indiah Sari Kasmadi

Indiah Sari Kasmadi lahir di Jakarta, 29 Mei 1973. Lulus dari Program Studi Sosiologi, Fakultas Ilmu Sosial dan Ilmu Politik Universitas Nasional Jakarta pada 1997.

Dalam 15 tahun terakhir, ia banyak bekerja di beberapa PR Agency dan Event Organizers. Kecintaannya dalam membaca buku sempat membawanya bergabung dalam Komite Buku Nasional.

Indi adalah sosok perempuan independen yang punya banyak mimpi. Ingin berbuat sesuatu untuk dunia literasi adalah salah satu dari banyak niatnya.

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Indiah Sari Kasmadi
Employment History

July 2019 - present	**Freelance Worker at Mizan Productions**

Working With Mizan Productions
Report to: VP Operations

Handling the VPO's task
Handling a project to held Madani Film Festival 2019

October 2015 – present	**Freelance Worker at Kayan Production**

Working With Kayan Production

Kayan Production is an Event Organizer which held a Art Performance program named "Indonesia Kita". Established since 2011 and already held more than 20 successful Art Performances. There are three important Indonesian famous artists working behind the scene of the program : Mr. Butet Kartaredjasa, Mr. Agus Noor and Mr. Djaduk Ferianto. And Mrs. Nur Zulita as the Producer of the program. I am honored to be part with them, because they are giving me so much meaningful valued experience. In this program, I worked as Public Relation and Promotion. As a PR, I am dealing with all matters of media (such as printed, radio, television, and digital media or social media) to be formal media partner of the program. As a Promotion, I am looking for opportunities to get the program interviewed by other media to promote their existence of the Artists, the events and the program. Developing information continuously about updated events in social media, such as facebook and twitter, also being part of my work.

These are the shows that I have been involved with Kayan Production:

1. Nyonya Nomor Satu – Jakarta, 27-28 November 2015
2. Keroncong Pesona Indonesia Persembahan Untuk Ibu Waldjinah – 01-02 April 2016.
3. Komedi Tali Jodo – Jakarta, 27-28 May 2016
4. Doea Tanda Tjinta – Jakarta, 29-30 July 2016.
5. Sri Eng Tay – Jakarta, 28-29 October 2016.
6. Sabdo Pandito Rakjat, 02-03 December 2016.
7. Presiden Kita Tercinta, 10 – 11 March 2017.
8. Pesta Para Pencuri, 21 – 22 July 2017.
9. Laskar Bayaran, 25 - 26 August 2017.
10. Koruptor Pamit Pensiun, 20 – 21 October 2017.
11. Preman Parlente, 2 – 3 March 2018.
12. Princess Pantura, 20 – 21 April 2018.
13. Brigade Orgil, 10 - 11 August 2018.
14. Orang Orang Berduit, 5 – 6 Oktober 2018.
15. Konser Sesaji Nagari Kuaetnika, 23 February 2019.
16. Kanjeng Sepuh, 22 – 23 March 2019.
17. Celeng Oleng. 5 – 6 July 2019.
18. Toean Besar, 20 – 21 September 2019.
19. Pemburu Utang, 1 – 2 November 2019.

August 2012 – February 2014	PT. Hasyim Putra Utama, Samarinda, Kalimantan Timur

Working as Marketing Manager
Report to: President Director

Job Responsibilities:

- Managing and supervising sales staffs to sell landed residentials, apartments, central business house shops and building spaces.
- Maintaining good relationship with customers as part of after sales services
- Maintaining good relationship with potential customers / clients
- Handling complaints and find best solutions for customers / clients
- Developing and maintaining relationship with third party and government institution, such as PLN, PDAM, Printed agency, etc.

2009 - August 2012	PT. Tigakalitiga, Jakarta

Working as Project Manager
Report to: Director

Job Responsibilities:

- Handling project of events
- Giving and sharing ideas to clients and users about program planning
- Doing execution of events or program
- Dealing and supervise vendors
- Finding the best and appropriate experts and entertainers, such as Speaker, Singers etc. to be part of events

2007 – 2009	PT. Kaha Event Management, Jakarta

Working as Special Project Manager
Report to: Managing Director

Job Responsibilities:

- Pro-active in the society by creating as many as possible best quality events/ activities as a result of our-own creative pockets & ideas.
- Create high profile events/ activities that increase company reputation and enhance working references.
- Conducting mutual partnership / joint-cooperation in a particular projects with organization/ institution for human interest.

2006 – 2007	Aston International Indonesia, Jakarta

Working as Assistant to Corporate Marketing PR Manager
Report to: Corporate Marketing PR Manager

Job Responsibilities:

- Responsible for Marketing PR activities for Aston properties, incl. Above the Line (ATL) and Below the Line (BTL) programs
- Conducting Marketing PR activities for Aston International Indonesia
- Maintain promotion of existing Aston properties
- Developing relationship with media as well as third parties

2005 – 2006	Redpositive Communications, Jakarta

Working as Consultant
Report to: Director

Job Responsibilities:

- Maintaining good replationship with clients
- Responsible to managing project's budget
- Planning concept and ideas to clients and execute the production strategy
- Developing relationship with third parties

2001 – 2005	NeoComm, Jakarta

Working as PR Consultant
Report to: Technical Advisor

Job Responsibilities:

- Responsible for project's financial management
- Planning concept and ideas to clients and execute production strategy
- Preparing and developing events
- Developing a strong relationship with third parties
- Assisting TA by giving ideas for clients and maintaning & response enquiries and complains

1999 – 2001	Pusat Kesenian Jakarta, Taman Ismail Marzuki

Working as Kepala Seksi Hubungan Masyarakat (Public Relation Coordinator)
Report to: Executive Director

Job Responsibilities:

- Preparing and updating monthly calendar of events
- Preparing and updating Press Release
- Developing a strong relationship with media
- Planning and preparing exhibition's promotion materials (banners, emails, list of invitees, etc)
- Monitoring and documenting media exposure
- Assisting Executive Director by giving ideas, suggestions and preparing operational duties
- Responsible for the company's incoming and outgoing emails as well as replying enquiries, requests, complaints, etc