

Bondan Eko S.P.

Co-Founder/Creative Business Director of bujukrayu
Jakarta, Indonesia

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<http://www.behance.net/bondanesp>

A thinker with word-smith skill who believe everybody deserves a good laugh.

EDUCATION

Bandung, Indonesia
Aug 1997 – Jan 2003

Padjadjaran State University

Bachelor of Social Science (Communication major)

Majoring in Communication Management. Graduated with GPA 3,4

SKILLS:

Pitch Specialist, Ideas Generator, Campaign Development, Above The Line.

CLIENTS HANDLED:

Tobacco, Instant Noodle, Personal Care, Baby Product, Milk & Nutrition, Skin, Telecommunication Provider, Electronic Devices, Car Lubricants, Biscuits, Chocolate-Indulgent product, OTC Pharmaceutical.

EXPERIENCE

Jakarta, Indonesia
Jun 2003 – Aug 2003

DDB Advis

Freelance Junior Copywriter

Accounts: Collage Facial Lotion Cream and Sony Ericsson Mobile Phone.

Jakarta, Indonesia
Aug 2003 – Apr 2005

Avicom Advertising

Junior Copywriter - Copywriter

Accounts: Badan POM, Darya-Varya (Stop Cold), Eglin Pharma (Balsem Geliga, Minyak Angin Menthol Oil, Minyak Telon Cap Iang, Minyak Angin Hijau) Mayora Indah Tbk (Beng-Beng), Bintang Toedjoe (Irex, Irex Max, Waisan, Generasi Biang Extra Joss), Contimas (Carrefour, Kartu Belanja, No.1 Paling Murah), Gudang Garam (Nusantara), Indosat (SLI 008).

Pitch Won : Gudang Garam Nusantara, Generasi Biang Extra Joss, Indosat SLI 008

Jakarta, Indonesia
Apr 2005 – Jun 2008

Ogilvy & Mather

Copywriter - Senior Copywriter

Accounts: Unilever (Sariwangi, Molto Trika), Nestle (Dancow, Milo, Excllella-Gold), ABC-Heinz (Sirup Special Grade), Toshiba (Regza Flat Screen TV, Bomba Cutt Slim TV), Kimberly-Lever (Huggies, Kotex), Orang Tua Group (Kacang Kayaking, Mie Instan Kare, Bihun Instan Kare), Konimex Pharmaceutical (Paramex, Paramex Flu dan Batuk), Castrol, Motorola, M- 150, M-Susu

Pitch Won: M-SUSU, Toshiba Regza LCD TV, Fatigon Hydro+

Jakarta, Indonesia
Jun 2008 – Apr 2012

Lowe
Senior Copywriter - Creative Group Head

Accounts: Unilever (Wall's Conello, MOO, 3 in 1 Tubs, Mini Cornetto, Domestos Nomos, Wipol), Johnson & Johnson OTC (Mylanta, Combantrin), Nescafe (Classic), OCBC Bank (Pa'Darwan), Indomie (Indomie SQN, Indomie thematic), A-Flava (Click Mint & Bold), Indomilk SCM

Pitch won: Nescafe Classic, A-FLAVA, Indomie Instant Noodle, SCM Indomilk, UHT Milk Indomilk

Indonesia
May 2012

Lowe
Associate Creative Director

Clients Handled:
Indolakto (All Indomilk variants), Arnott's (All products), Rexona (All variants), Unilever Pureit, Indofood CBP (Supermi)

Pitch won:
Indofood CBP (Supermi)

Indonesia
Jan 2013 – Oct 2013

Lowe
Creative Director

Clients Handled:
Indolakto (All Indomilk variants), Arnott's (All products), Rexona (All variants), Unilever Pureit, Indofood CBP (Supermi), Axis Telecommunication

Indonesia
Nov 2013 – Present

bujukrayu
Co-Founder/Creative Business Director

AWARDS

2004

ADDone
Bronze, ADDone Award (Stop Cold "Tissue" Ambient Ad)

2007

ADOI
Bronze, Cinematography and TV Craft, Adoi Award (Paramex Flu dan Batuk TVC "Gone with the wind")

2007

ADOI
Finalist, TV Idea, Adoi Award (Milo TVC "Paper plane")

2008

ADOI
Silver, Special Effect, Adoi Award (Fatigon Hydro+ "Puzzle")

2008

ADOI
Finalist, TV Idea, Citra Pariwara (MSUSU "Muscle Man")

2008

Asia Pacific Advertising Festival (AP AdFest)
Finalist, Ambient Media, Adfest 2008 (Maxis Unlimited SMS "Elevator")

2008	Citra Pariwara Finalist, Print Idea, Citra Pariwara (Domestos Nomos "Podium")
2008	Citra Pariwara Finalist, Best use of Medium, Citra Pariwara (Lowe House Ad "Marks")
2009	Citra Pariwara Bronze, TV Idea, Citra Pariwara (Citra Lasting Youth "Air Supply")
2010	Adstars Finalist, Print Campaign, AdStars, Busan Korea (Sunlight 1 tsp campaign)
2010	Citra Pariwara Bronze, Print Campaign, Citra Pariwara (Pepsodent Torsion)
2010	Citra Pariwara Bronze, Print Campaign, Citra Pariwara (Electrolux Washing Machine)
2010	Citra Pariwara Gold, TV Idea, Citra Pariwara (Domestos Nomos Protector "Kodok")
2010	Citra Pariwara Best of TV, Citra Pariwara (Domestos Nomos Protector "Kodok")
2011	Asia Pacific Advertising Festival (AP AdFest) Bronze, Print Idea Single, AdFest (Electrolux Washing Machine "Wool")
2011	Asia Pacific Advertising Festival (AP AdFest) Bronze, Print Idea Single, Adfest (Electrolux Washing Machine "Silk")
2011	Communication Arts Acceptance for Print Campaign
2011	AWARD Award Finalist Print Campaign Electrolux
2011	Adstars Finalist Print Campaign Electrolux
2011	One Show Print Merit, One Show (Pepsodent Torsion "Fossils")

2011 **The One Club**
Print Merit, One Show (Electrolux Washing Machine "As good as new")

2011 **Clio Awards**
Bronze, Print Campaign, Clio (Electrolux Washing Machine "As good as New")

2012 **Citra Pariwara**
Silver Winner for Non-Conventional Media (Future Receipt)

2012 **Citra Pariwara**
Silver winner for Outdoor Media (Future Receipt)

2012 **Citra Pariwara**
Bronze for Film Idea (Grand Kemang Check In)

2013 **Low Creative Council**
Top 10 best of network for "Future Receipt"

2013 **British Design & Art Direction (D&AD)**
In The Book Award

2013 **Cannes Lions**
Outdoor Silver Lions for "FUTURE RECEIPT"

LANGUAGES

English (Conversational)