



🇮🇩 Indonesian

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## Hello, my name is Kezia Siska Laurentia

I am a creative leader with over 15 years of experience across branding, digital, print, and integrated marketing. I lead multidisciplinary teams and oversee end-to-end creative strategy, driving business growth through winning pitches, strong client partnerships, and high-impact visual storytelling. My experience spans across Asia, Europe, Australia, and the US, working with startups, SMEs, and established international clients like Raffles Hotel, FedEx, Nespresso, Microsoft, Cisco, Visa, Mastercard, and many more. I align creative vision with strategic execution to deliver scalable solutions, measurable results, and long-term brand value across markets and platforms.

### DIGITAL SKILLS

Advance 



Intermediate 



### EDUCATION

Jan '06 - Dec '06  
ACG New Zealand International College  
Auckland, New Zealand

Jan '07 - Dec '09  
Bachelor of Arts (Graphic Design)  
Raffles Design Institute, Singapore

Jan '10 - Mar '10  
Diploma in Professional Makeup Artistry  
Cosmoprof, Singapore

Jan '17 - Apr '17  
Certification in Basic Conversational Mandarin  
Stanford Language Centre, Singapore

Sept '25  
Certification in Virtual Assistant,  
Online Course, Singapore

### SPOKEN LANGUAGES

**English**  
Fluent in Speaking, listening & writing  
★★★★★

**Indonesian**  
Native languages  
★★★★★

**Mandarin**  
Easy daily conversation & continuously improving  
★☆☆☆☆

### SOFT SKILLS

- Strong Conceptualization
- High Creativity with Storytelling
- Visual Design Specialist (Logo, Print, Digital)
- Project Management
- Leadership & Mentorship
- Creative Vision & Strategy
- Communication & Collaboration
- Brand & Visual Shaping & Consistency
- Social Media Management & Marketing
- Lead Generation
- Email Calendar Management
- Quality Control & Attention To Details
- Industry Trend Analysis

### WORK REFERENCE

**Mr. Ridwan Stefanus**  
Former Manager at PT. Bentara Sinarprima  
Email: pa1@bentaratextile.com

**Mrs. Aisyah Begum**  
Former Direct Line at McCorkell  
Email: thisisaisyahbegum@gmail.com

**Ms. Ili Nadirah**  
Former Colleague at FINN Partners  
Email: iam.nadirah@gmail.com

**Mrs. Maylina**  
Former Freelance Client (Tiffany Bridal)  
Email: maylinatiffany@gmail.com

**Mrs. Evelyn Chen**  
Former Freelance Client (Kuotie Ny. Chen)  
Email: laurentia.evelynchen@gmail.com

### WORKING EXPERIENCE

#### Jun '22 - Present / Design Director / LUX Agency / Bandung, Indonesia

- Managing a team of 6, consist of junior designers, senior designer & videographer, content writer and account executive
- Lead creative team and brainstorming for new project given
- Oversee creative project timelines, ensuring efficient workflow from concept to execution.
- Lead and liased a few of other freelancer, and write brief for out-sourcing facilities
- New client pitching, servicing, marketing and negotiation
- Design consultant and strategic marketing planning for local Indonesian start up business, SMEs and a few start up agency in Singapore
- Winning a new portfolio & project expansion into real estate industry based in London, Hong Kong and Singapore, as well as managing deliverables for their event, mostly dealing with story boarding, video production
- Winning a new client from Germany, which focus on textiles. Revamp their whole website and manage it.
- Video marketing asset from planning, mood & story board, video shooting & editing.
- Final file organize and management

#### Jun '22 - Jun '23 / Freelance / Mc Corkell / Working Remotely in Indonesia

- Winning a new portfolio & project expansion for logistic company in USA, as well as managing deliverables for their collaterals for Asia market. We understand their brand really well, submission of visual mostly approved within one submission
- Planning on marketing strategic management with Singapore team. As well as working closely with team in Australia for sales pitches and proposals design mock ups
- Produce a wide range of products, including corporate communications, event collaterals, landing page design, display banners, social media banners, infographics

#### Feb'22 onwards / Side Business / Owner of online based F&B / Bandung, Indonesia

- Open a home online based food business focusing on preorder chinese/indonesian food
- Expanded into catering & event business in just a month, managing 4 employees
- Client servicing and new client pitching for cater events
- Handling our own social media on instagram, with 174 followers, managed to reached 5,462 accounts of non-followers organically (98.5% of non-followers)
- In just 3 months, open a second brand named 'Sweet Peach' which is homebased preorder focused on halal chinese food which cater for Moslem community
- Expanded item variety, which now include snacks and desserts, with our best selling chicken balls named 'CHICKRIBO'. Our best selling 'CHICKRIBO' sold 3,700pcs in the first month and invited to open booth stands at shopping malls, school food bazaar every weekend around Bandung and Jakarta
- Within 1 month, we have signed few partnership to sell our Chickribo' in different location around the city. Main production still home based, producing 500 pcs daily

#### Mar '15 - Dec'21 / Senior Designer / FINN Partners / Singapore

- Produce a wide range of products and activities, including corporate identity, corporate communications, event collaterals, adverts, editorial, infographics, newsletters, packaging, website design, digital assets (display banners, electronic direct mailers, interactive eBooks, infographics)
- Create relevant and impactful conceptual visuals artwork for B2B clients
- Work with Account Executives on sales pitches and proposals design mock ups
- Generating digital assets for social media banners, interactive eBooks, electronic direct mailers in HTMLs
- Write briefs for vendors and out-sourcing facilities
- File organizing and management
- Self learning skill development like Adobe After Effects and Adobe Premiere Pro

#### Jan '10 - Dec '14 / Senior Designer / Food Artiste / Indonesia

- Grew and led a design team of 3, overseeing their day to day to ensure work quality was of the highest standard
- Develop corporate identity, brand collaterals & marketing collaterals, website, company profiles for eCommerce baby needs, organic foods
- Setting up and conduct product photo shoot for catalogue and ads
- Conceptualized photoshoots, events, and handling vendors
- Managing event collaterals, such as advertising, booth stand, product catalogues, stand up banners, and goodies bag
- Write briefs to work with outsource vendors and printing house for websites, photographer photo shooting and all marketing productions
- Pitching and proposal for new upcoming product catalogue and marketing needs

#### Jan '10 - Dec '14 / Freelancer / PT. Bentara Sinarprima / Indonesia

- Create series of conceptual artwork for retail textile clients
- Dealing and manage client services
- Write work briefs for designers and/or external vendors
- Production print collaterals, brochures, editorial, brand identity

#### Jul '08 - Aug '08 / Intern / Anamics Creative Group / Singapore

- Create conceptual artwork for hospitality industries and non-profit organization

#### Feb '06 - Aug '06 / Part-Time / Korean Restaurant / Auckland, New Zealand

- Working while studied, with student part-time visa 20 hrs per week as greeter, server, and assist cashier at Korean Restaurant serving korean style fried chicken