

PUTERA **MAGNIFICAT**

CREATIVE GROUP HEAD

Creative Group Head at Alva-Olrange (2021–Present) with 12+ years of experience leading integrated brand, social, and creative initiatives for major local and global brands. Proven in shaping brand narratives, leading multidisciplinary teams, and aligning creative strategy with business and marketing objectives across digital, social, and ATL channels.

CORE SKILLS

- Brand & Creative Strategy
- Integrated Campaign Leadership (Digital & ATL)
- Brand Storytelling & Visual Communication
- Social & Campaign-Led Content Strategy
- Creative Direction (Visual, Copy, Motion)
- Consumer & Cultural Insights
- Cross-Functional & Stakeholder Management
- Creative Team Leadership & Mentorship

PROFESSIONAL EXPERIENCE

CREATIVE GROUP HEAD

Maleo (FCN) December 2020 – December 2021

- Led integrated brand and campaign strategies across digital and ATL channels for multiple high-profile clients.
- Directed and mentored multidisciplinary creative teams, ensuring strategic alignment, creative excellence, and consistent brand delivery.
- Acted as key creative partner to marketing and business stakeholders, translating business objectives into impactful creative solutions.
- Oversaw end-to-end creative development, from strategic conceiving to execution and production supervision.
- Collaborated closely with media, strategy, and account teams to ensure cohesive and effective campaign delivery.

CREATIVE GROUP HEAD

PT MPG Havas Media Indonesia July 2015 – October 30, 2020

- Led integrated creative and campaign initiatives across digital, social, and ATL channels for local and global brands.
- Provided creative leadership and direction to multidisciplinary teams, ensuring strategic alignment, creative excellence, and consistent brand delivery.
- Worked closely with strategy, account, and media teams to translate business and communication objectives into impactful creative solutions.
- Acted as a key creative partner to senior stakeholders and clients, contributing to strategic discussions, presentations, and decision-making processes.
- Oversaw creative development from concept to execution, maintaining high creative standards within agency workflows.

ART DIRECTOR

Bubu.com April 2011–July 2015

- Developed digital-first creative concepts and visual systems for brand campaigns and platforms.
- Collaborated with strategists, designers, and developers to deliver cohesive digital experiences.



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Jl. Puspitek Raya, Paradise Serpong
City, Cluster Summerland



SELECTED BRANDS & CLIENTS

Pantene (P&G) • XL Prioritas • Curcuma Milk • Visa • OLX • Garuda Indonesia • GSK (Sensocyne, Voltaren & Panadol) • Hyundai • BTPN • Mandiri • DBS • Panin Bank • Astra Life • Telkomsel • Indofood • Eskulin • Kapal Api • Suryanation • DENZA D9 (BYD) • Pristine8.6+ • Kopra by Mandiri • Filma • A&W • CARTALOG

PORTFOLIO

www.puteramagnificat.com

My Curated Portfolio

EDUCATION

Intitut Kesenian Jakarta | 2004–2010
Bachelor of Fine Arts – IPK 2,77
Faculty of Design Communication Visual (DKV)

CERTIFICATION

- Digital Guru Green & Blue Belt, 2020
- Judge at YouTube Pop-UP Jakarta, 2018 (representing Garuda Indonesia)
- Facebook Blueprint, 2016

LANGUAGES

- English (Strong passive skills in reading and listening, with limited active communication in speaking)
- Indonesia (Native speakers)