

adelarinadi

A creative, dynamic, and team player professional designer with a marketing and management oriented MBA degree, and a strong conceptual and diverse design software skill set. Proven abilities to create and design outstanding results for clients.

EDUCATION

Loyola University Chicago

Quinlan School of Business
Chicago, IL
Masters in Business Administration
August 2016

Courses completed:

Marketing Management, Integrated Marketing Communication, Business Strategy, Entrepreneurship, Organizational Development and Change, Financial Management, Strategy and Leadership, Digital Marketing, Strategic Entrepreneurship & Innovation Management

Projects

Nibbster

Feb–May 2016

- Conducted research and created a business plan of a missed opportunity in healthy food contractor industry for daycare centers.

The Quinlan MBA Campaign

Dec–Feb 2016

- Developed an integrated marketing campaign designed to increase enrollment in the Quinlan MBA Program.

Jamba Juice Marketing Plan

Feb–May 2015

- Conducted market research and analyzed opportunity of food industry in Japan.
- Identified the opportunity and developed a marketing plan for future growth.

Bertolli Marketing Management

Aug–Nov 2014

- Identified Bertolli's missed opportunity and developed a strategic plan to improve the company.

Savannah College of Art and Design (SCAD)

Atlanta, GA
Bachelor of Fine Arts
Graphic Design
June 2013

Courses completed:

Visual Design System, Typography I and II, Graphic Design Studio I and II, Web Design, Production Design, Graphic Design Portfolio, Business in Graphic Design

EXPERIENCES

John Paul the Great Catholic University

Escondido, CA
Art Director
Feb 2017–present

- Redesigned the school's website
- Managing and updating the website content
- Collaborate and help the admission/marketing team to increase enrollment
- Designed graphics for digital and print ads, viewbooks, end of year magazine, etc.
- Assisting the VP of Marketing in the management of the design and production team as well as improving Infusionsoft design and functionality.
- Developed and designed front-end web functions
- Improving the website's user experience and interface

PAWS Chicago

Chicago, IL
Graphic Design Intern
Feb–May 2016

- Assisted the marketing department in designing creative contents for campaigns.
- Updated website contents.
- Designed and edited flyers, posters, magazine, reports, and powerpoint presentations.
- Supported the team in print production.

PT Nesitor

Jakarta, Indonesia
Marketing Intern
May–July 2015

- Redesigned the company profile and business card.
- Assisted the marketing team in increasing brand awareness.

Next Marketing

Norcross, GA
Creative Design Intern
July–Sep 2013

- Brainstormed and promoted the company's brand identity.
- Assisted the creative team in designing a proposal for Community Coffee's marketing campaign.
- Edited photographs to be used in company's website.

SKILLS

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe Flash
Adobe Acrobat
Adobe Dreamweaver
Adobe After Effects
Final Cut Pro
Lightroom
Wordpress
Microsoft Office
Digital Photography
Bilingual (English and Indonesian)
HTML/CSS

OTHER ACTIVITIES

The Living Person

Lakewood, OH
Graphic Designer (volunteer)
Nov 2016–Jan 2017
- Designed posters for the social media.

Indonesian Catholic Community

San Diego, CA
Music Director
Aug 2020–present

Indonesian Catholic Community

Chicago, IL
Music Director
Aug 2014–Aug 2017

Central Presbyterian Church:

Central Night Shelter
Atlanta, GA
Volunteer
Dec 2012

Indonesian Catholic Community

Atlanta, GA
Creative Designer
June 2011–July 2015
- Worked with a team in brainstorming and conceptualizing process.
- Promoted and marketed a big charity event with a team.