

Maxen Jacs

Head of Design | Art Direction | Brand & Social Media Marketing | Content Production

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PROFESSIONAL SUMMARY

Creative and brand marketing leader with 10+ years of experience, including 9+ years as Head of Design at PT Jojo Media Kreasi (2016-present). Leads art direction and creative production for smartphone brands OPPO, vivo, and realme, with exhibition booths installed in major malls across Indonesia, from Medan to Jayapura. Manages brand social media end-to-end: grew Instagram followers organically to 30K+ (Montclair Hairserum) and 10K+ (Janeeta Beauty) within 3-6 months, backed by Meta Ads budgets of IDR 50-100M per brand per month. Has edited 100+ videos, collaborated with 100+ KOLs, and leads a 2-person design team and 15+ production crew.

> **Key Clients:** OPPO | vivo | realme | HUAWEI | Montclair Hairserum | Janeeta Beauty
> **Retail Partners:** Sentra Ponsel | Erafone

WORK EXPERIENCE

PT Jojo Media Kreasi - Head of Design & Workshop Coordinator — **2016 - Present**

ART DIRECTION & CREATIVE LEADERSHIP

- Lead a 2-person design team and 15+ production crew delivering large-scale 3D exhibition booths and retail store concepts for OPPO, realme, and vivo, installed in major malls across Indonesia, from Medan to Jayapura.
- Own creative quality from concept to installation: oversee workshop quality control and production and installation schedules so fabricated outputs match approved designs on time.

BRAND & LAUNCH MARKETING

- Marketing vendor for OPPO, vivo, and realme product launches, securing prime retail branding and activation spots across Sentra Ponsel, Erafone, and partner stores.
- Consulted on product launches for OPPO F5, OPPO F7 (AOV MOBA tournament at Taman Anggrek, 2018), and HUAWEI Nova 2i (Roxymas, Jakarta), covering launch strategy, event concepts, and booth design.

SOCIAL MEDIA & DIGITAL MARKETING

- Managed the Instagram accounts of Montclair Hairserum and Janeeta Beauty, growing followers organically to 30K+ and 10K+ respectively within 3-6 months through interactive quizzes and games.
- Ran paid Meta Ads campaigns for both brands with budgets of IDR 50-100M per brand per month, supporting brand awareness and new product launches.
- Social media consultant for OPPO, vivo, and realme Indonesia, owning video content end-to-end: concept, shoot scheduling, production, and editing through to publish day, including content for OPPO A92.
- Edited 100+ videos and collaborated with 100+ KOLs, managing their schedules and briefings.

I-Mush Design - Conceptor & 3D Designer — **2015 - 2016**

- Developed 3D interior concepts, spatial layouts, and brand environments for pop-up spaces.

1 Solution (Heartline FM) - Multimedia & Design — **2014 - 2015**

- Designed on-air promotional materials, event branding, and web assets; produced promotional videos and motion graphics.

Garuda Organizer - Creative Design Officer — **2013**

- Created brand identity visuals and event marketing collateral.

EDUCATION

Bachelor's Degree (S1) in Graphic Design & Multimedia - Universitas Mercu Buana, Jakarta

SKILLS

Creative Leadership: Art Direction, Creative Team Leadership, Production & Installation Management, Workshop Quality Control

Brand & Marketing: Brand Identity & Visual Identity, Launch Marketing Strategy, Product Launch Campaigns, Event Concept, BTL & Retail Activation, Exhibition Booths, Campaign Briefing

Social Media & Digital: Instagram Account Management, Organic Community Growth, Audience Engagement through Interactive Content (Quizzes & Games), Meta Ads, Influencer/KOL Management, Content Planning & Shoot Scheduling

Content Production: Cinematic Video Concepts, Video Editing, Motion Graphics, Photo Manipulation

Design & 3D: Exhibit & Booth Design, 3D Modeling (3ds Max), Layout

Tools: Photoshop, Illustrator, Premiere Pro, After Effects, 3ds Max, Canva, CapCut