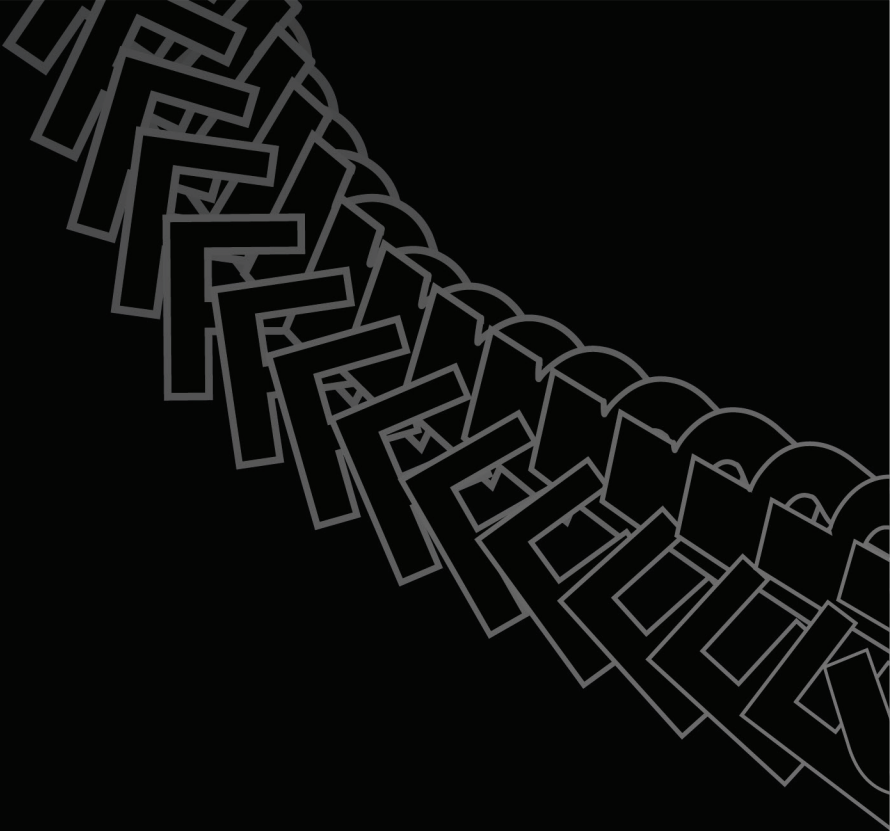
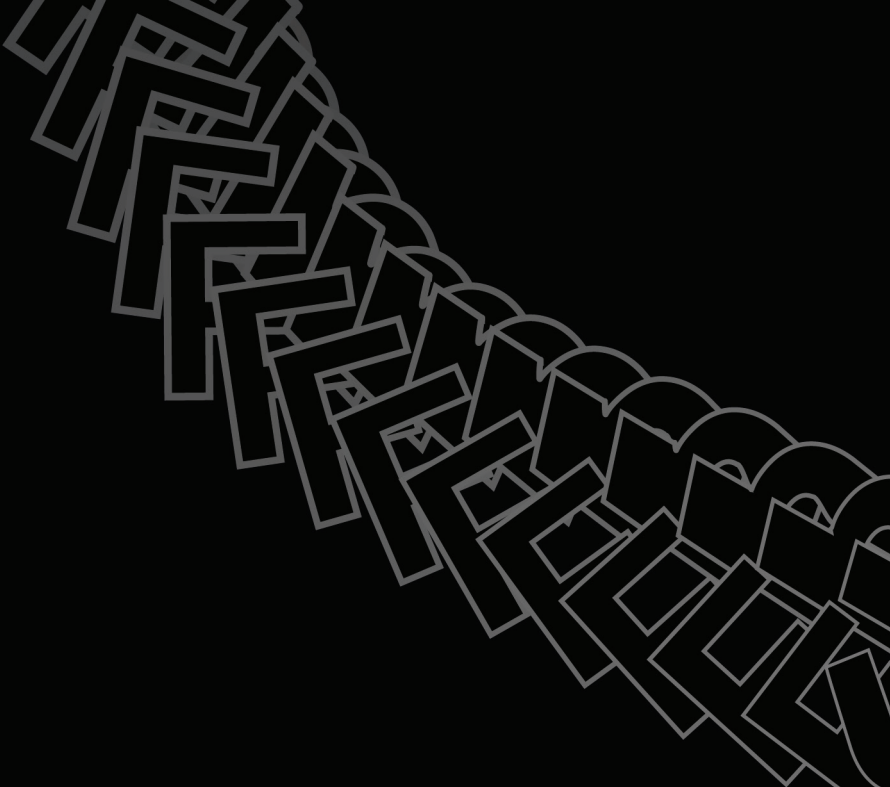




FAJAR HULU

CREATIVE DIRECTOR





FAJAR HULU

A creative professional with over 16 years of experience believes that creativity is synonymous with the utmost flexibility of thought. He has experience leading creative teams and developing campaigns for various brands. His work has received awards at numerous creative festivals.

Please visit his website at **fajarhulu.com** to explore his portfolio and learn more about his work.

**He can be reached at 087880182050 or
email at hulufajar@gmail.com**



Contact

 0878 8018 2050

 hulufajar@gmail.com

 fajarhulu.com



Fajar is a creative with over 16 years of experience in the advertising industry, collaborating with various brands from diverse backgrounds. He has navigated his career journey through several agencies and brand side where he played roles ranging from a creative member to a Creative Lead.

Education

SI Desain Komunikasi Visual
Institut Teknologi Harapan Bangsa
2003

Work Experience

Allheart Part of IHati Network
Creative Director2024-Present

Led and inspired creative teams to deliver heartfelt creative solutions.

Notable Brands:

Telkomsel EnterpriseTCLEMINABank BSIParagon

Maleo part of Future Creative Network (FCN)
Associate Creative Director - Creative Director2023-2024

Led and managed dynamic creative teams, developing over 7 iconic campaigns including Danamon D-Bank Pro #SelaluMenggoda and SilverQueen #IniIndonesiaku & #PilihDariHati. Won Finetiks new business pitch and was a finalist in three Citra Pariwara Advertising Festival categories. Implemented new workflow and systems to enhance creative culture and processes.

Notable Brands:

Bank DanamonSilverQueenSRCHMSFinetiks

Endee Communication
Creative Director2022-2023

Led team to develop one year creative campaign plan that consists more than 20 digital video, also online and offline activities.

Notable Brands:

AdvanAvaroNext MediaNiko Kitchen

ShopeePay
Brand Creative / Creative Team LeadJune 2022

Collaborated with the brand marketing team. Led and managed the creative team in developing and producing creative materials needed for brand marketing activities.

Isobar - Dentsu One
Sr. Art Director - Creative Group Head2017-2022

Secured 3 Bronze and 8 Finalist awards, aiding in the Agency's recognition as Media Agency of the Year (1st), Digital Agency of the Year (2nd), and Creative Agency of the Year (5th) at Citra Pariwara 2021. Additionally, instrumental in winning new business pitches for clients such as BIJB, Confidence, Gudang Garam Signature Mild, Systema Toothbrush, etc.

Notable Brands:

ShellSweetySystema Oral CareManulife

LinkAjaGudang Garam IntersportJoydayEntrasol

TBWAIndonesia
Art Director - Sr. Art Director2015-2017

Involved in the campaign that successfully brought Datsun Indonesia as the best among other countries in brand building and sales category.

Notable Brands:

DatsunPanamasKopi ABCTango Krattel

IDEATE Creative Communication
Art Director2012-2015

Shortlisted at White Pencil D&AD London, Silver at Pinasthika and Finalist at Citra Pariwara for Digital Category.

Involved in winning new business pitches such as Sonny corporate and computer.

Notable Brands:

SonnyTriSitra WiMAXANZ

XCR-Caberawit
Jr. Art Director - Art Director2009-2012

Become a finalist at Gagas Award.

Involved in winning new business pitches such as WorldBank, Catylac, Pertamina Fastron, etc.

Notable Brands:

PertaminaWorld BankCatylacGuinness

Acknowledment

Finalist for Citra Pariwara For Good at Citra Pariwara

Finalist for Brand Experience at Citra Pariwara

Bronze for Integrated Media Mix at Citra Pariwara

Bronze for Ambient / Guerilla at Citra Pariwara

Bronze for Direct Promotion / Marketing at Citra Pariwara

Finalist for Activity / Ambient / User at Citra Pariwara

Finalist for Technology and Touch Point Innovation at Citra Pariwara

Finalist for Brand Experience Supporting Material at Citra Pariwara

Finalist for Best Use of Ambient Media Large Scale at Citra Pariwara

Finalist for Best Use of Integrated Media at Citra Pariwara

Finalist for Media Category at MAd Star

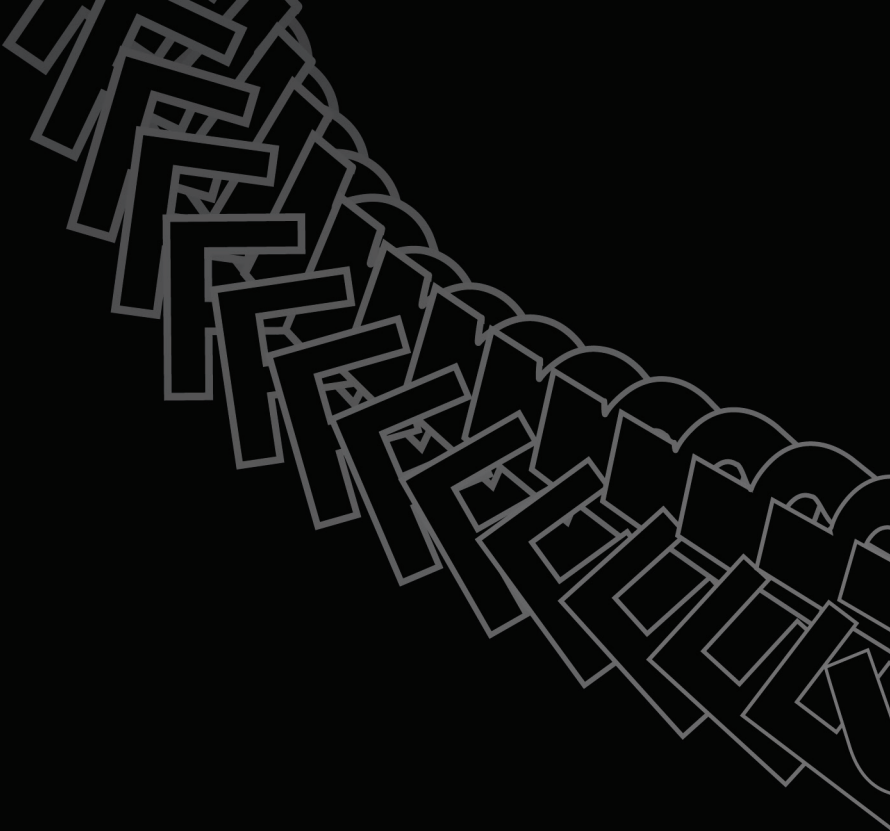
Finalist for Direct Category at MAd Star

Finalist at Gagas Award

Silver for Digital Category at Pinastika

Finalist for Digital Category at Citra Pariwara

Short Listed at White Pencil D&AD London



Discover Fajar's work portfolio at:

FAJARHULU.COM

