

RESUME

Name Amelia Sidik, PhD
Address Raya Manyar Indah 43, Surabaya, East Java - Indonesia
Grand Tropic Apartment, Tower 1, Suite 1902,
Letjen S. Parman Kav. 3, West Jakarta - Indonesia
Telephone +6231 5998017 **Mobile** +6281 331 916 912
E-mail dataliasidik@gmail.com, branding@liasidik.com
Place & Date of Birth Surabaya, 19 June 1982
Expertise Branding, Design, Copywriting, Advertising, Education, Creative Industry,
Communication, Marketing, Management, Brand-Related Business, Media,
Book Writing, and Illustration
Portfolio Website www.liasidik.com

EDUCATION

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|-----------------------------|-----------|--|
| Doctor of Philosophy | 2016 | Creative Industries and Art Practice Limkokwing University of Creative Technology, Malaysia |
| Post Graduate | 2005 | Faculty of Creative Art and New Media, Branding Major University of Wollongong, Australia |
| Under Graduate | 2004 | Visual Communication Design Department Petra Christian University, Indonesia |
| Tertiary | 2003 | Imago School of Advertising, Jakarta: Brand Management |
| High School | 1997-2000 | SMUKr Petra 2, Surabaya |

LECTURES AND OTHER ACTIVITIES (partial, in alphabetical order)

+ Asosiasi Desainer Grafis Indonesia (ADGI) + London School of Public Relation
+ Ciputra University + Petra Christian University
+ LaSalle College + Universitas Surabaya (UBAYA)
Speaker/juror at events such as Jawa Pos Group, STIKOM, Branding Classes/Competitions, etc.

WORKING EXPERIENCE (partial, in alphabetical order)

+ Australian Aid, USAID, Wisma Jerman + Mataram Paint Group
+ Ardiles Wangta Group + Metropolis Apartment Group
+ Bukit Darmo Property Tbk. + Museum Nasional Indonesia
+ PT. Gudang Garam, Tbk. Indonesia & Group + Shangri-La Hotel
+ Kompas Gramedia + Wira Jatim Group

AWARDS & PUBLISHED WRITINGS (partial, in alphabetical order)

+ International Frankfurt Book Fair + National Gold Award for Jawa Pos AdFest
+ 1st winner of British Council Design Competition + Pemenang Lomba Desain Suvenir Jawa Timur

Clients above are also professional references. I declare that the above statement is true.

Sincerely yours,

Amelia Sidik, PhD