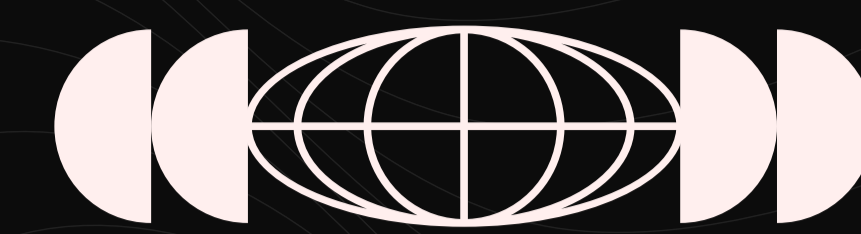


THEOPHILUS "RYO" TICOALU

D I G I T A L M A R K E T I N G & C R E A T I V E

Personal Summary.



I am an easygoing individual with a passion for exploring new experiences. In the workplace, I seamlessly integrate with teams, collaborate effectively, and approach challenges with creativity and resilience. My dedication to hard work and ability to perform under pressure make me a valuable asset to any team, both in terms of productivity and morale.



Education.

2016 - 2020

Pelita Harapan University

Communication Science
(Intergrated Marketing Communication)

GPA : 3.15 / 4.00

2014

SMAK 7 BPK Penabur

Social Sciences

2011

SMPK 5 BPK Penabur

Professional Skills.

- Copywriter
- Content Creator
- Digital Marketing
- Brand Management
- Event Management
- Motion Graphic Specialist
- Video Editor
- Fluent English Speaker

Software Skills.



Adobe Creative Family &
Various Microsoft Office's Programs e.g.
Word™, Excel™, & PowerPoint™

Work Experience.

2015 - 2016

Intel Indonesia Corporation

Event Technical Assistant.

2019 - 2021

PT. Matahari Department Store, Tbk.

Graphic Designer

2021 - 2022

PT. Global Jet Ecommerce

Motion Graphic Designer

2022

Epicultura (FTL Gym)

Motion Graphic Designer

2022 - 2023

BOLDe Home & Living

Brand Creative Lead

2025 - Present

Popl.co

Digital Designer & Motion Graphics

Organizational Experience.

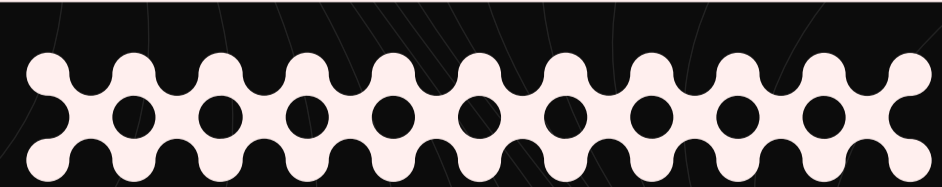
- 2018 - Liason Officer UPH Festival'18
- 2017 - Transportaion Officer at COMVEE UPH
- 2015 - Event Sponsorship at Detail Arch UPH
- 2014 - Head Designer at SMAK 7 BPK Penabur
- 2013 - Finance at OSIS SMAK 7 BPK Penabur
- 2012 - Head of Vendor 'AFFECTION'
- 2012 - Head of Decor 'AFFECTION'

Contact Info. ✨



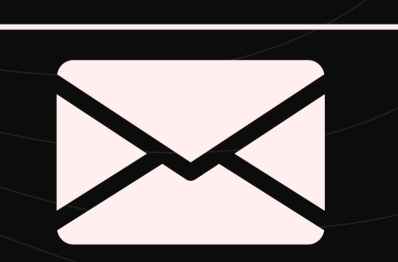
Portfolio QR.

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through my socials.
Let's Work Together!



Whatsapp

0813 1439 5809



ryoticoalu@gmail.com

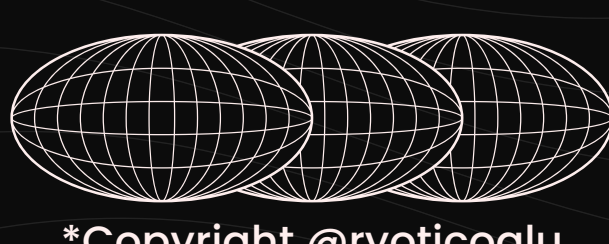
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THEOPHILUS "RYO" TICOALU

D I G I T A L M A R K E T I N G & C R E A T I V E

Job Experience



2019 - 2021

PT. Matahari Department Store, Tbk.
Graphic Designer

At Matahari.com, I played a pivotal role in conceptualizing and crafting compelling visual elements for our target demographics. This included website banners, social media posts, GDN, RTB, and video content. These experiences have not only strengthened my marketing and graphic design skills but have also provided me with valuable insights into the dynamics of building and maintaining a brand.

2021 - 2022

PT. Global Jet Ecommerce
Motion Graphic Designer

During my time at Jet-Commerce, I delved into the deeper intricacies of brand maintenance. Notably, I contributed to the conceptualization of the OPPO Indonesia brand through various digital platforms, such as commercial livestreams, talents, and social media.

2022

Epicultura (FTL Gym)
Motion Graphic Designer

At FTL Gym, I served as a marketing concept visualizer under my former Marketing Head, I personally assisted him in maintaining FTL as a brand by conceptualizing and visualizing various FTL Gym marketing campaigns, including those on social media platforms, storyboarding, event planning, and more.

2022 - 2023

BOLDe Home & Living
Brand Creative Lead

My role at BOLDe Home & Living, I gained valuable skills in team management. Although I managed a small team, I learned how to build team morale, handle day-to-day objectives, assign tasks, and solve problems while maintaining BOLDe Home & Living as a brand.

2025 - Present

Popl.co
Digital Designer & Motion Graphics

At Popl, I tackle a highly dynamic mix of creative and marketing projects to elevate the brand's digital presence. I seamlessly blend motion graphics, UI/UX thinking, and performance marketing by editing podcast videos, animating logos, designing clean website layouts utilizing Figma, and producing targeted creative assets for LinkedIn and Meta Ads.

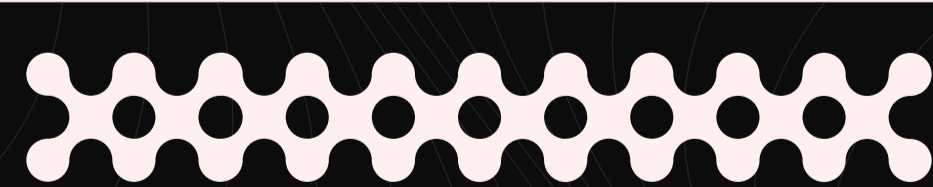


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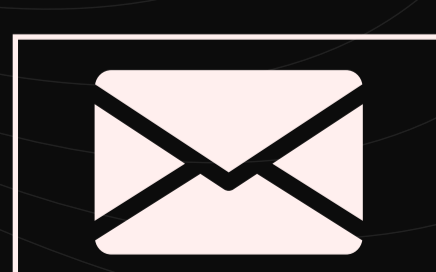
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