



## Creativeans and UMN Establish Official Collaboration

### Description

Official collaboration between Universitas Multimedia Nusantara and Creativeans for partnerships.



MoA Signing between UMN & Creativeans (Doc. UMN).

Tangerang – UMN (Universitas Multimedia Nusantara) has officially partnered with Creativeans . This collaboration will involve both parties in various program partnerships.

The MoA signing with Creativeans on (11/06) was attended by Ika Yanuarti, S.E., M.S.F., Vice-Rector for Student Affairs, Kus Sudarsono S.E., M.Sn., representing FSD, Monika Evelin Johan, S.Kom., M.M.S.I., representing FTI, and Kanon Mommsen Wongkar, S.H., M.H., C.L.A., representing Management. Creativeans was represented by Yulia Saksen, Director of Creativeans, and Priscilla Cindy Junaidy, Brand Strategist of Creativeans

This partnership reflects UMN's commitment to remain open to collaborations with industry partners. Creativeans is an international company specialising in commercial and advertising sectors.

UMN and Creativeans is collaborating on various programs such as career days, guest lectures, internships, research, and full-time recruitment for fresh graduates.

“It is an honour for us to collaborate with Creativeans. I hope this partnership will not stop at the signing but will continue. Additionally, there may be other events and programs we can participate in, and this collaboration can continue to meet Creativeans' expectations,” said Ika.

Creativeans is also open to UMN hosting guest lectures or workshops involving speakers from Creativeans. This was followed by a discussion on commercial branding.

“For commercial branding, Creativeans aligns with our teaching at the campus. We have specific classes for commercial subjects, such as TV commercials and Digital Commercials. We are very interested in advertising, and our curriculum structure also leans towards it. Collaboration, especially in research, is very appealing to me, as it allows us to learn new things not previously covered in our courses,” said Kus.

Besides the Faculty of Art and Design, this collaboration also involves the Faculty of Business and the Faculty of Engineering and Informatics. According to Yulia, there is a lot needed in the creative agency sector today.

“Our side has many divisions, so there is much to collaborate on. Whether from the Faculty of Art and Design, Business, or Engineering and Informatics, we are very excited to collaborate. Perhaps the closest program at the moment is internships,” said Yulia Saksen.