

*The* **CREATIVE STRATEGY PORTFOLIO**  
*of* **Siti Ariani Safarina**

*(Sasha)*





HI THERE! I'M

**Siti Ariani Safarina**

YOUR CREATIVE STRATEGIST 🍷🍷

**SASHA**

A Jakarta-London based creative strategist and researcher. With a creative mind enriched by years of experience in advertising, brand & marketing, and the dynamic creative industry, I possess a discerning eye for visual design, the heart of researcher and the words of storyteller.

I am currently diving in to the knowledge of regenerative future and humanity centric design, as my new approach in establishing a more ethical way to design a strategy!

Ready to elevate your brand with  
a creative breakthrough? Let's connect!

Email: [sashasafarina@gmail.com](mailto:sashasafarina@gmail.com) | Phone (WA): **+62 812 9682 8068**

Linkedin: [linkedin.com/in/sashasafarina](https://www.linkedin.com/in/sashasafarina)

## SKILLS

Creative Strategy • Brand Strategy • Marketing Storytelling  
Applied Imagination • Coffee-tasting

## WORK EXPERIENCE

### AnyMind Group

Sr. Strategic Planning  
2023 - 2025

### Berakar Komunikasi

Art Director  
Nov 2022 - Jul 2023

### Astra Life

Product Marketing  
Apr 2022 - Nov 2022

Jr. Brand Strategist  
Oct 2020 - Apr 2022

### Kargo Technologies

Graphic Designer  
Jun - Sep 2020

### Samsung Electronics

Digital Content  
Jun - Sep 2020

### GREY Group

Graphic Designer Intern  
Apr - Jun 2019

### Samsung Electronics

CM Digital Marketing Intern  
Oct 2018 - Feb 2019

HC Talent Management  
Branding Intern

Jul 2018 - Dec 2018

## INTERESTS



## EDUCATION

**Central Saint Martins,  
University of the Arts London (UAL)**

MA, Applied Imagination

London, UK  
2025

**Universitas Trisakti**

BA, Visual Communication Design  
Multimedia Studies

Jakarta, Indonesia  
2015 - 2019

# HOW SASHA RUNS THE STRATEGY GAME?

## A BRIEF LOOK AT MY CREATIVE PROCESS

01

### Defining the Client's Needs

I start by establishing a good relationship with the client or project by understanding its needs through its values, target audience, goals, and expectations

02

### Diving in the Market Research & Consumer Insights

Finding the red lines between industry trends, competitor strategies, and consumer behavior

Well, maybe after a little bit of post run or post cycling coffee-talk with my friends before I actually dive in!



03

### Concept Development

Summing up all the research findings through brainstorm sessions to generate creative ideas

04

### Creative Execution

Translating the ideas into a visual output with the creative team for a solid and strong presentation



In addition to this step, we often do some testing (idiot proofing) and survey on our internal team for feedback.

05

### Delivery & Presentation

Negotiation and feedback time from the client after the presentation to ensure everything is aligned

*ok, let's*  
see some  
case studies!





**SCOPE:****DESIGN RESEARCH | COMMUNITY BUILDING**

# Shaping Sustainable Future Through Collective Imagination

## About the Project

Imagination is frequently viewed as the initial step in the creative process. We are establishing the stage for the creation of the desirable future that leads to a potential future by visualizing the change we wish to see. By working with numerous designers, planners, and authorities, Berimajinaria gathers the creativity of the people to enable them to envision a sustainable future for their city.

**Project Year**

2025

**Community Name**

Berimajinaria

**Agency**

MA Research Project

**Methodology**

Design Research  
Creative Strategy  
Collective Imagination

**Design**

Yudhistira Vidhiatama

**Creative Strategist & Researcher**

Siti Ariani Safarina (Sasha)

TARGET AUDIENCE 

# COMMUNITY & EXPERTS

## Community

Residents of urban villagers in Indonesia who are struggling with socioecological crisis

## Experts

Experts, professionals, academicians, futurist artists or designers who are interested in social humanities and sustainability themes.



# RE/ZINE/CLE

Everyone from all  
stage of life is  
welcome to have fun!

## Re/Zine/Cle

Re-Zine-Cle is a zine-making workshop using a reflective method to understand a community's current and future neighborhood, and to be use as co-design method. Using recycled materials, participants and Berimajinaria challenge assumptions through sustainable action.





Berimajinaria presents

# KAMPUNG 2050

## UNIVERSE OF POSSIBILITIES

A mini series showing how the power of  
imagination can build endless possibilities

**FOR A BETTER FUTURE!**

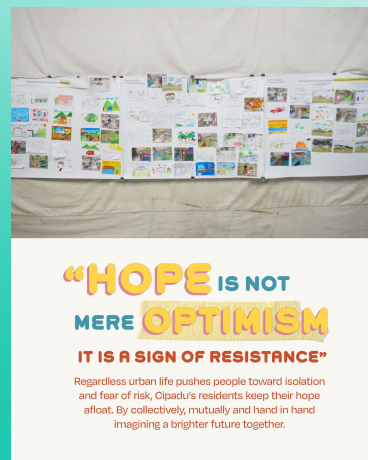
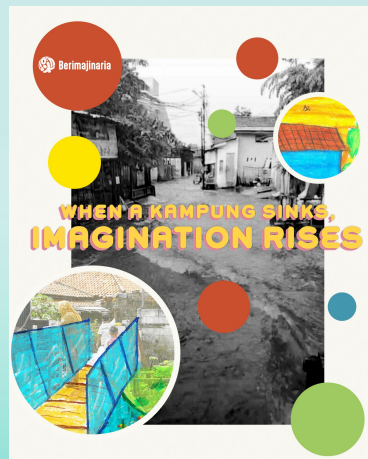
## Kampung Storytelling: A Speculative Co-Design

A co-design workshop in Cipadu, Indonesia, an urban village who faces socio-ecological challenges. This workshop is using reflective drawing to enable the residents to speculate the future of their preferred neighbourhood.



# Kampung 2050: A Universe of Possibilities

An intervention that is made as the continuation of the co-design workshop, to retell their story using speculative narrative. This project aim to generate conversation and more collaboration with the experts to validate the citizens dream in achieving their sustainable neighbourhood.



sehat  jiwa



**SCOPE:****BRANDING & IDENTITY | COMMUNICATION STRATEGY**

# Everyone #DeservesToBeHappy

## About the Brand

Sehat Jiwa, a mental health social enterprise in Indonesia, believes that every individual is valuable, deserved happiness and empowered. As the business expands to social enterprise, a strong branding is needed to strengthen its positioning as mental health and well being empowerment.

## Task

Embracing the powerful spirit of positivity, we reimagined how SehatJiwa is perceived by its audience through a refreshed identity by honing communication strategy and visual brand transformation.

**Project Year**

2023

**Client**

Sehat Jiwa

**Agency**

GUNA

**Scope**

Communication Strategy  
Creative Strategy  
Brand Identity Design

**Design**

Yudhistira Vidhiatama

**Creative Strategist**

Siti Ariani Safarina (Sasha)

TARGET AUDIENCE 

## URBAN & MODERN YOUNG ADULTS

UPPER SOCIOECONOMIC  
BACKGROUNDS (SES A-B)

AGES  
18-25

They are empathetic, socially conscious, and owns a very strong interest and awareness of mental health and psychological well-being.



## Analysis & Synthesis 🙌

To develop a solution aligned with the brand identity, a human-centric approach was applied to thoroughly analyze the audience's needs, which was then synthesized it into actionable solutions.

### PAIN POINTS

#### Emotional ❤️

*"I want myself and those around me to be protected from excessive mental health struggles because we all deserve a happy life."*

An emotional aspect that aligns with Sehat Jiwa's vision and mission to spread the spirit that everyone #DeservesToBeHappy through good mental health.

#### Thinking 🧠

*"I'm thinking about how I can spread happiness through mental health education while also being guided to a better understanding about it."*

Though this area poses a challenge due to its diverse audience, it offers a strong potential to boost Sehat Jiwa's awareness as a mental health educator.

#### Physical 🤖

*"I've tried learning about mental health, but the information is often too complex, making me can't tell the difference between prevention and treatment."*

This challenge can be addressed through Sehat Jiwa's unique selling proposition (USP) : an accessible mental health curriculum available for all Indonesians, anytime.

### SYNTHESIZE THROUGH SOLUTIONS:



**Empowerment**



**Advocacy**



**Guidance & Support**

# Opportunity Statement



Indonesian youth who cares and wants to learn further about mental health in order to be able to spread more positivity among others.



Needs mental health curriculum and community that they trust and willing to engage.



Make Sehat Jiwa more appealing and have strong brand perception among other competitor who are mostly not preventive community.



Creating branding that evokes positivity and visualized strong brand value.

## The Big ?

How we could establish a new strong brand communication and visual identity for Sehat Jiwa to show its value as a preventive mental health social enterprise, so that people would remember and advocate Sehat Jiwa as a community that prevent and empower.

# Creative Strategy Framework



	Barriers	Creative Task	Output
What People Experience	Sehat Jiwa often being mistaken as a healing community	Redirect the narration of Sehat Jiwa as a preventive act	Established new brand communication
Where People Are Looking	There are abundance of similar mental health community on social media	How to differentiate Sehat Jiwa among others	Strong visual identity presence on social media
How People will Engage	The youth are hard to engage and are more selective in choosing their platforms	Relating to a strong story that related with the audience	Create a brand persona guideline that speaks to the audience

## Brand Message

# Semua #PantasBahagia

### Brand Promise

For a Mentally Healthy and Happy Indonesia from Sabang to Merauke.  
**BECAUSE every individual is valuable**, deserves happiness, and deserves to be empowered.

### Communication Pillar

Empowerment

Advocacy

Guidance & Support

### Brand Impact

More informed about mental health, more resilient, able to provide a support system, show greater empathy, actively contribute and share knowledge about mental health. Enhancing well-being and positive emotions, leading to a happier, more empowered, and meaningful life.

### Brand Persona

The Guide



## Visual Moodboard



As *The Guide*, Sehat Jiwa embodies confidence and earns people's trust, making its positive and happy energy easy to spread. This visual route uses dominant blue tones, bold shapes to reflect confidence, and clean negative space layouts to support clear typography.

# sehat jiwa



## Logo Rationale

Sehat Jiwa's logo represents the importance of a two-way communication around mental health and well-being. The green color reflects the universal color for mental health, while blue conveys trust.

The speech bubble-shaped letter S symbolizes a conversation between two individuals, where the blue represents Sehat Jiwa as the mediator, while the green represents the person seeking help.

## GRAPHIC LIBRARY

We created a graphic library that represents human emotions through expression-based emojis.

### HAPPY



### ANGRY, EMOTIONAL



### CURIOUS, CALM



The graphics was placed on Sehat Jiwa's digital platform to visually express the emotions of a certain content, and to enhance storytelling through emotional connections.



### VIBRANT GRADIENTS & COLORS

Inspired by the rising sun, a selection of vibrant colors of gradient was chosen as the visual style to **symbolize great radiance, energy, and good things ahead!**



**Playlist Jiwa**  
Rekomendasi Miwa



1. Rehat - Kunto Aji
2. Intuisi - Yura Yunita
3. Sayap Pelindungmu - The Overtunes
4. Sorai - Nadin Amizah
5. Save Myself - Ed Sheeran
6. To Let A Good Thing Died - Bruno Major
7. Falling - Harry Styles
8. This is Me Trying - Taylor Swift
9. Secukupnya - Hindia
10. Monokrom - Tulus

# AjakBahagia 



**Nangis pas Ada Masalah?  
Wajar Banget Kok!**

Yuk cari tahu! <<< Swipe Kiri #PahamiJiwa



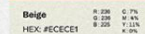
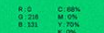
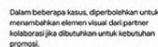
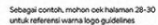
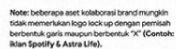
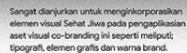
**05 June 2023**  
Ayo awali Senin pertama di bulan  
Juni dengan lebih baik!

# AjakBahagia 



**Pendapatku  
Selalu Salah  
di Mata Orang**  
Aku harus gimana?

Yuk Cari Tahu! <<< Swipe Kiri #PahamiJiwa







**SCOPE:****BRANDING & IDENTITY | CREATIVE STRATEGY**

# Bringing Folklore & Nature into Beauty Products with Pluie Cosmetics

**Project Year**

2020

**Client**

Pluie Cosmetics

**Agency**

GUNA

**Scope**

Creative Strategy

Brand Identity Design

**Design**

Yudhistira Vidhiatama

Rakha Daffiriza

**Creative Strategist**

Siti Ariani Safarina (Sasha)

## About the Brand

Pluie (formerly Kind Cosmetic by Pluie) is safe and harmless product for moms, their child and family-Designed to empower woman through safe and caring beauty product they can trust.

## Task

Build an identity for a multi-tasking beauty product identity that is reflects nurturing, motherly figure and is suitable for everyone

## Market Persona

We've first conducted research with several mothers through a series of questionnaires, which helped us define the ideal market persona for the brand.



### Sasa (32)

Mom & Marketer

For Sasa, being a mom means being strong, yet soft and sometimes fragile.

As the center of her family, she often puts herself at last-dealing with emotional burdens, body changes, and daily responsibilities that often lead to insecurities.

However when those insecurities show up, Sasa finds strength and confidence by thinking of her child, her greatest source of happiness and purpose.



### Indy (28)

Full-time Mom

Being a fulltime mom isn't easy. But the only way to get through it is to be sincere and accepting everything that comes with it so the stress doesn't take over.

As a mom, I take full responsibility for my family, even though I have moments where I feel overwhelmed from pouring out so much of myself. However, still, these challenges are part of the beauty of being a full-time mom.

## Conclusion

Moms always have a special place for us and a figure to every women.  
The strength and the comfort they have, lightens up spirit and confidence to live.

## Big Idea - Planning & Analysis

### WHAT

A fast and gentle beauty solution combining make-up and skincare in one.

### HOW

Through multi-functional beauty products designed for convenience and care.

### WHO

Young moms and productive moms aged 25-40.

### WHERE

In a busy and fast-paced situations like work meetings or hectic daily routines-where women need to look confident in the quickest and most caring way possible.

### WHY

Because moms do not have the whole time in the world for a complete make-up look.  
The quicker and more efficient the make-up process, the better.

### GAINED KEYWORDS

**Nurturing, Protecting,  
Caring, Inner Beauty,  
Soft, Confident,  
Comfort.**

# Opportunity Statement

GET

Indonesian mothers who wants to have balance in loving their self as much their family.

WHO

Struggling in finding the natural skincare and make up that is non-toxic and suitable for every skin.

TO

Choose product that cares about their confident and beauty.

BY

Choosing a narration that is universal, relevant and appealing using storytelling in the branding.

## The Big ?

How might we create build a visual identity for Pluie to portray a natural ingredient brand that cares about every women confident and beauty, so that women and particularly mother will have connection to Pluie as a brand and as a lifestyle.

# Creative Strategy Framework

	Barriers	Creative Task	Output
What People Experience	It is so hard to find all rounders products that are natural for mothers	Build visual that evokes the message	Logo, logo treatment and packaging design
Where People Are Looking	Many people are mostly on e-commerce	Crafting visual that can be implemented on digital platform	Unifying digital design treatment through supergraphic
How People will Engage	Social media is the main communication platform	Relating to a strong story that related with the audience	Craft design narrative for the visual identity

## Creative and Narrative Approach 🎨🖼️

### INSPIRATION

## Story of a Mother by H.C. Andersen

Inspired by a Danish fairy tale by H.C. Andersen, the visual is aimed to capture a mother's emotional journey to save her child.

The story symbolized the mother's empathy through an abstract form of flowers and teardrops, representing nurture and sacrifice.

### APPROACH & MOODBOARD



#### Teardrops

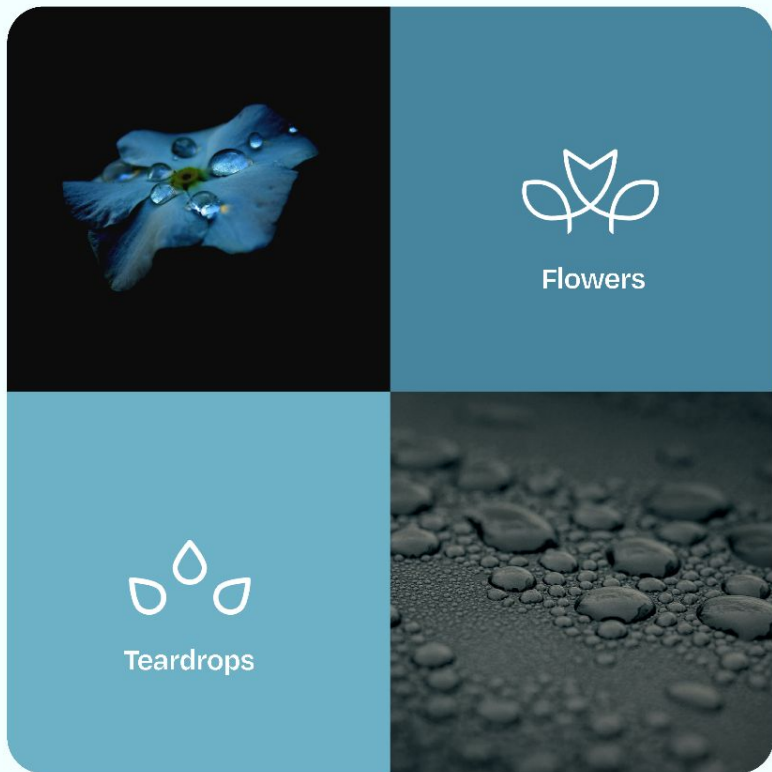
Expanding the teardrop beyond a mother's sadness and sacrifice, it reflects the full range of a mother's emotions, from struggle to joy.



#### Flowers

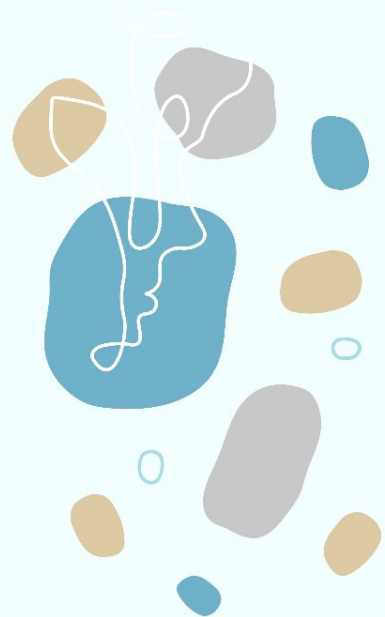
Flowers symbolize life—just like a child, they grow, bloom, and eventually begin to wilt.



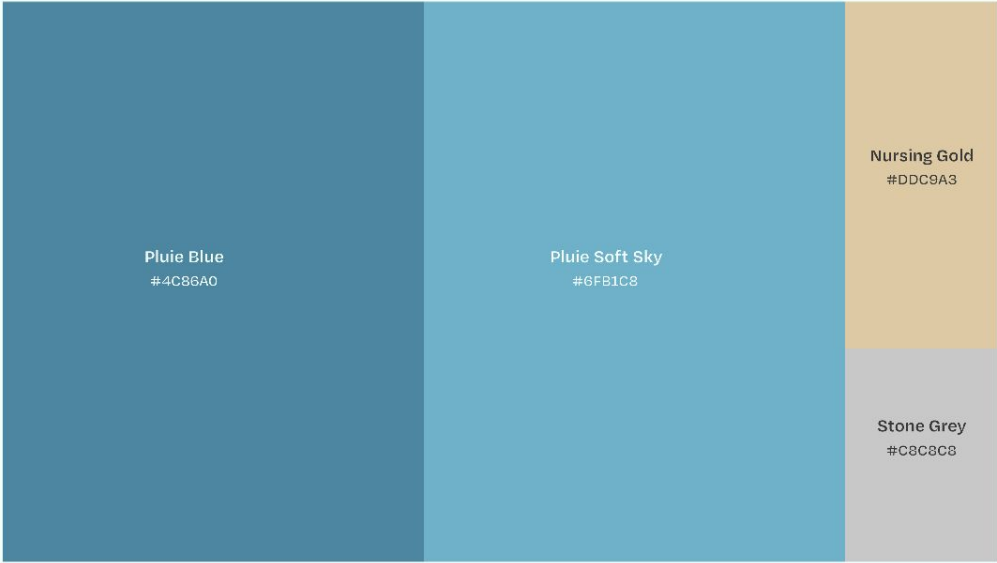


We crafted a visual identity that resonates deeply with the target audience, inspired by the universal emotions found in Hans Christian Andersen's *Story of a Mother*—a narrative-driven design that speaks to the heart and carries a powerful, relatable story.





Packaging Artwork



Pluie Color Scheme



member of ASTRA

**Urusan Sehat No Worries**

**#iGotYourBack**

# Creating Digital Positivity to Live a Healthier Life amidst the Pandemic

**SCOPE:**

**BRAND CAMPAIGN & STRATEGY**

Project Period

February - July 2021

Team

Astra Life x KARTEL X

Head of Branding

Kurniasari Pranoto

Jr. Brand Strategist

Siti Ariani Safarina (Sasha)

Creative Strategist

Dessy Wulandari

## ABOUT THE PROJECT

In the middle of Covid-19 Lockdown, Astra Life launched a new all rounder health insurance product for range of customers.

Therefore it requires a series of health awareness campaigns that encourage people to adopt healthier habits to protect their own health and that of their loved ones.

## TASK

Create a brand communication campaign to cater a series of health products launch in a more relevant and ethical way amidst lockdown.

### Kesadaran Kesehatan

**100%**

Kesehatan adalah investasi

**85%**

Ingin tetap sehat agar tetap produktif

**61,4%**

Ingin menjaga kesehatan agar tetap sehat dan produktif

**29,6%**

Belum menjaga kesehatan karena kurangnya informasi dan waktu berolahraga

**TINGGINYA TINGKAT KESADARAN  
AKAN KESEHATAN**

### Asuransi Kesehatan

**52,4%**

Memiliki Askes dari Kantor

**90,5%**

Memiliki BPJS

**88%** sadar pentingnya asuransi kesehatan swasta, namun**71,5%**

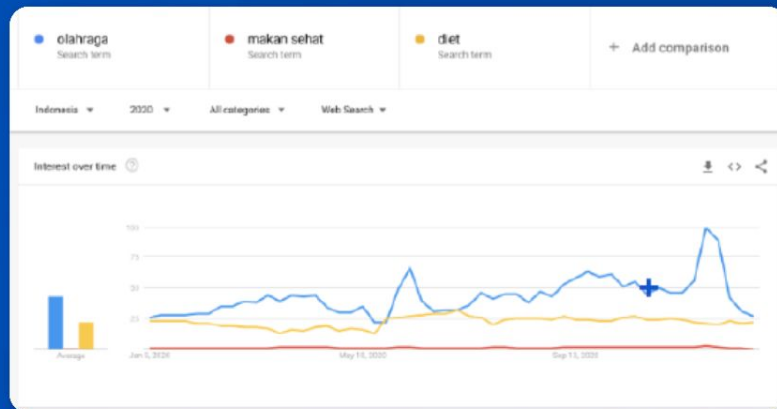
Belum memiliki karena berbagai alasan\*\*\*

**28,5%** Sudah memiliki**TINGGINYA PELUANG  
MEMASARKAN ASURANSI  
KESEHATAN**

### QUANTITATIVE RESEARCH

A survey conducted with 44 working-age participants showed that although people recognize the need to stay healthy to be productive, **many do not have personal health insurance or exercise regularly due to a lack of health and financial knowledge.**

## QUALITATIVE RESEARCH



Meanwhile, during this period, searches for **'Olahraga'** or **'Workout'** spiked in Indonesia as people sought healthier lifestyle alternatives at home.

To sum it up:

**many people still health & financial illiterate and have negative perception towards insurance.**

## Target Audience

### The Work Hard Play Hard



#### Agnes

25-28 Years Old - Middle Class

##### STATUS

Engaged to Newlywed

##### INCOME

Rp8-15mio/Month

##### BEHAVIOUR

**Hardworker, often forget to exercise, focuses on investing**

### The Work-Life Balance



#### Maria

28-40 Years Old - Middle to High

##### STATUS

Married with 1-2 children

##### INCOME

Rp20-40mio/Month

##### BEHAVIOUR

**Family first, concern about health, little to have no time to exercise**

The target audience are segmented according to each products different demographic.

The products varied from affordable health insurance - Flexi Health, to flagship insurance that covers most of people needs - Medicare Premiere

# Opportunity Statement

GET

Make people aware and learn about financial and health literacy to strengthen their condition during the pandemic.

WHO

Family and youth who wants to protect themselves and their family during the lockdown.

TO

Promote health insurance in a most relevant without being insensitive amidst uncertain Covid-19 situation.

BY

Creating 360 online brand communication campaign that engage people to the communication.

The Big ?

**How might we create a relevant online brand communication to promote insurance product that empowered people to live healthier and secure so that they will become more secure in financial and health during the pandemic.**

# Creative Strategy Framework

	Barriers	Creative Task	Output
<b>What People Experience</b>	Not many people are aware of the importance of having health insurance	Make a more humane communication to spread awareness about the new launch products	Reframe the communication message to make people not worry about health situation with <b>“Don’t Worry About Your Health Issues #iGotYourBack”</b>
<b>Where People Are Looking</b>	Pandemic makes most of the brands must go online only	Relevant online campaign awareness	Video Campaign Manifesto, Social Media Content, Website
<b>How People will Engage</b>	Audience may lack of believe in health insurance	Create online activities to engaged the audience virtually with reliable spokesperson	Online activation with KOLs, KOLs collaboration

## Creative Execution

We crafted a compelling storyline to engage the audience, encouraging awareness and participation in the digital campaign—motivating them to stay resilient and proactive during the pandemic.



**Empowering campaign to make  
audience to stay resilient together**

## ACTIVITY EXECUTION HIGHLIGHT

## Campaign Video



Started off with a manifesto video to bring awareness of the campaign.

## #21DaysWorkoutChallenge – Activation



Research shows that habits can form in just 21 days—but during the pandemic, maintaining a regular exercise routine became a challenge for many.

To address this, we collaborated with #PertemananSehat, a Jakarta-based sports community, to launch a 21-day online workout challenge for the audiences of **@astralifeid** and **@pertemanansehat**.

## ACTIVITY EXECUTION HIGHLIGHT

**2x**

**Kitabisa x astra life**  
Member of ASTRA

**Cuma posting di socmed**

**Bisa Bantu Dhuafa Akses Vaksin dan paket sembako!**

- ☐ Posting di socmed Anda tentang acara Virtual Media Gathering hari ini
- ☐ Mention @AstraLifeID dan gunakan hashtag #alifbata #lovelife #iGotyourBack
- ☐ Setiap post/akun akan diconvert menjadi donasi sebesar **Rp50.000** Kitabisa.com juga akan melipatgandakan donasi yang masuk selama periode hardolnas hingga 7 mei 2021

**#iGotYourBack**

Donasi di  
**kitabisa.com/  
astralifedukungvaksin**

Nilai maksimum penggandaan Rp100.000

Love Life

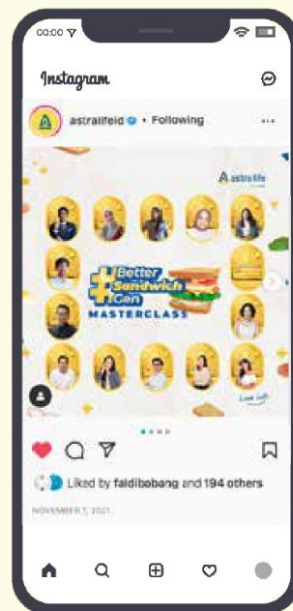
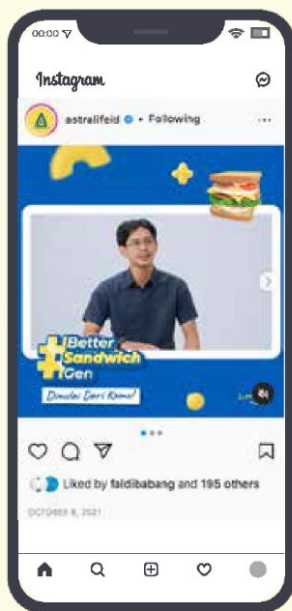
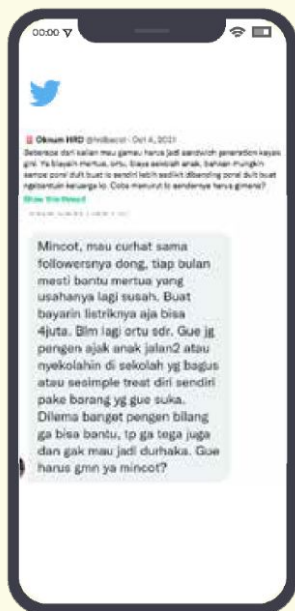
## Vaccination CSR

To encourage healthy actions during the pandemic, Astra Life launched a CSR campaign focused on accelerating COVID-19 vaccinations for the elderly, in support of the government's national program.

The initiative began with a double donation campaign in partnership with Kitabisa and collaborated with Kill Covid-19 as the facilitator for administering Sinovac vaccinations.

## ACTIVITY EXECUTION HIGHLIGHT

## Social Media



## Impact & Achievement

### Result

**12.67%**  
Cost Efficiency

From initial expected cost

**334%**  
Impression Achieved

73,528,297 achieved throughout the campaign

1st Winner External Communication Initiatives  
Astra Communication Affair Award



# Kool Moms Choose



SCOPE: CREATIVE STRATEGY

**Project Year**

2024

**Client**

KoolFever

**Agency**

AnyMind

**Creative Strategist**

Siti Ariani Safarina (Sasha)

**In Collaboration with**

Annisa Dwi Utami  
Dika Permana Hawari  
Sofi Kumala Fatma

**ABOUT THE PROJECT**

We celebrated all mothers for their superpower to stay calm during tough moments—especially when caring for a sick child.

With KoolFever as their trusted sidekick, our campaign honored these everyday heroes by crowning them 'Kool Mama', highlighting both their courage and compassion through our communication strategy.

**TASK**

Create an annual communication campaign to differ KoolFever with its head-to-head competitor, in order to have stronger brand presence among its target audience. Highlight KoolFever Kids as product priority.

## Research & Analysis


In a highly competitive fever relief market, KoolFever needs to craft a story that resonates more deeply with its core audience which is parents, especially mothers, who make careful decisions when choosing medical products for their children.

Fever in children often triggers anxiety among mothers, yet they continue to show up and care for their little ones with strength and composure.

That's why having reliable first aid support becomes essential to conquer this situation.

### PLESTER KOMPRES DEMAM




Brand	TBI	
ByeBye-FEVER	68.10%	TOP
KOOLFEVER	16.60%	TOP
Hansaplast	15.30%	TOP

According to Top Brand  
Indonesia 2025

## Target Audience

**Mothers and parents who are decision makers in the family.**

 **Indonesian, mostly living in urban to suburban area.**

### Shopping behaviour:

monthly to weekly grocery at the grocery store or e-commerce.

### Occupation:

Full-time parents who are not working, working from home to working from offices.



# Opportunity Statement

GET

Mothers and parents to choose the 'kool-est' fever patch brand to be their first aid

WHO

Turned critical moments into opportunities to celebrate a mother's strength in every fever situation

TO

Be the top of mind for parents when it comes to fever patch that relates to their emotional and functional needs

BY

By playing with the phrase 'Kool Mama', a nod to both 'Cool Mama' and KoolFever, we created a connection that reflects how both ease high temperatures, both literally and emotionally

## The Big ?

How might we strengthen KoolFever's positioning as the reliable companion for Indonesian mothers in caring for their family's health, so they feel empowered, worry-free, and easily recall the brand whenever fever strikes?

# Creative Strategy Framework

	Barriers	Creative Task	Output
<b>What People Experience</b>	Already have top of mind in terms of fever patch brand	To giving new direction and create brand recall for KoolFever	Using mnemonic to create a jingle called “KoolMama Pasti KoolFever”, Video Jingle and Manifesto
<b>Where People Are Looking</b>	Most of apothecary or grocery store will promoted other brand for fever patch	Honing the communication message and mnemonic in offline store	Established new POSM and new communication for offline seller
<b>How People will Engage</b>	Not many audience will be targeted	Strengthen social media presence as the main communication	KOLs, social media content and digital activation

## Creative Output

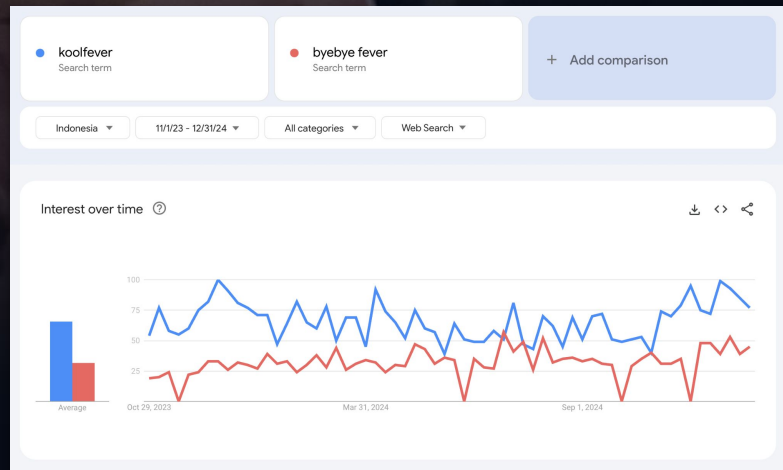


Video manifesto, video cutdowns, jingle, and social media content are the creative outputs to support the communication message.

## Impact

There is a significant search peak after the video campaign was released in December 2023, and **the keyword ‘KoolFever’ is competitive throughout the year when it is compared by its main competitor.**

It is proven the effectiveness of the new communication and the campaign ecosystem to boost brand recall throughout the year.



*Wait,*  
**IT DOES NOT STOP THERE.**



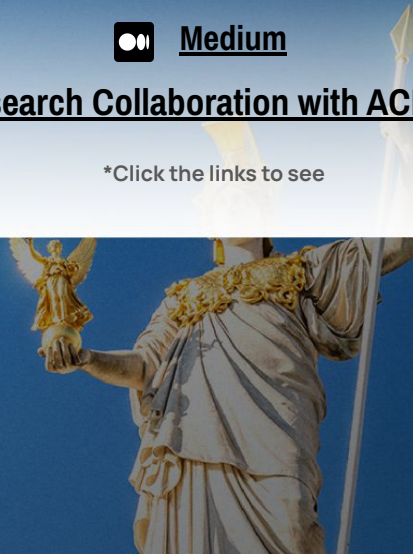
# SOME OF MY WRITINGS & RESEARCH *Collaboration*



Medium

Research Collaboration with ACE-YS

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**THANK YOU &**  
*Let's Collaborate*

