

## EXPERIENCE

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### Personal & Golf Assistant

Private Client

(April 2023 – April 2024)

- Managed logistics for 15+ golf events per month, ensuring seamless execution.
- Efficiently coordinated and managed the executive's calendar, leading to a 25% increase in productive client meetings.
- Organized travel and accommodations for executive, reducing travel costs by 20% through strategic planning.
- Provided personalized service to clients during golf events, leading to 40% increase in client retention.
- Oversaw the maintenance and inventory of golf equipment, reducing replacement costs by 15%.

### Copywriter

Kakak Asuh

(November 2021 – December 2023)

- Creating and assisting daily unique copywriting brief along with content ideas using Google Slides.
- Managing social media channels; delivering content and engaging with +19K audience on Instastory and replying comments.
- Monitoring and developing +25 content marketing for Kakak Asuh social media performance, successfully increased +30% of followers.
- Participating in the execution of +50 social media campaigns and strategies.
- Earned +10 million in total for Beasiswa Kasih Kakak Asuh through +3 campaign with enticing copywriting.

### Full Stack Digital Marketer

Calandra Project x Tempat Belajar (Project-Based)

(August 2022 – September 2022)

- Increased +43,7% of reached audience with campaign marketing about types of interior design concepts for Gen Z and Millennials.
- Revamped brand copywriting with new strategy, successfully engaged +53,8% of non-followers on Instagram within 2 days.
- Reconceptualized visual elements and improved +0,10% of brand ER within 2 days.

### Vice Head of Social Media Division

Indonesia Youth Foundation

(September 2021 – September 2022)

- Monitored social media performance and gained +0.5% in the Engagement Rate through IG Story and interactive caption to +12K followers through latest and emerging trends.
- Developed brand awareness through event campaigns and reached 80+ applicants on each programs.
- Reached followers increase about 30% in 1 year with Reels optimization.

## EDUCATION

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### Universitas Mercu Buana Yogyakarta

Bachelor of Psychology (Cand.)

(September 2020 - present)

- Actively participating in several events' committees, such as the Official Committee of PKKMB UMBY 2021, Psychopaction, National Webinar, and so forth.
- Participating in LDO (Organization Development Training) held by BEMF Psikologi 2020.

### Tempat Belajar

Digital Marketing Bootcamp

(July – September 2022)

## **SKILLS**

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Language : IELTS Academic 6.0 (2018-2020) | TOEFL Prediction Test  
535 (2018-2020)

Hard Skills : Meta Ads (Facebook / Instagram Ads) | Google Docs | Google  
Slides | Google Spreadsheet | Instagram Insight

Soft Skills : Public Speaking | Complex Problem Solving | Analytical Thinking