

Summary

Proactive Master's student in E-Business & Digital Marketing, with 7+ years of experience in strategic communications, public relations, and digital campaigns. Proven in enhancing brand visibility through data informed storytelling, social media management, targeted ad optimization, and the pandemic digital transitions like virtual events and remote operations. Bringing emotional intelligence from nursing, persuasive communication, and cross-cultural adaptability to drive organizational growth.

Education

- **Master's** in Management: E-Business & Digital Marketing | 2024 – 2026 (Expected). Conservatoire National des Arts et Métiers (Le Cnam), Paris, France.
 - **Core Competencies**
Digital Strategy & E-Business [E-Commerce & Logistics, Business Model Evolution, Digital Marketing, Social Media & Search, Web Analytics]; *Strategic & Organizational Management* [International Corporate Strategy, Project Management, Management of Information Systems]; *Marketing & Consumer Insight* [B2B Marketing, Consumer Behavior, Strategic Marketing]; *Analytical & Financial Proficiency*; *Human and Professional Skills*.
- **Bachelor's** Degree in Nursing | 2018 – 2021. UMBJM, Indonesia.
 - **Transferable Insight:** Developed high Emotional Intelligence (EQ) and conflict resolution skills in high-pressure healthcare environments.

Professional Experience

- **Public Relations & Protocol Officer** | April 2018 – January 2025. UMBJM, Indonesia.
 - **Strategic Growth:** Oversaw the management of institutional social media platforms, implementing a content strategy that enhanced brand visibility and engagement for the university.
 - **Leadership Support:** Developed and executed complex protocols for the leadership board, ensuring seamless operations for high-level institutional initiatives.
 - **Collaboration:** Partnered with cross-functional teams to align communication initiatives with long-term organizational transformation goals.
 - **Crisis Adaptation:** Supported the organization during COVID-19 by managing remote virtual work, distance learning transitions, and livestream events to maintain continuity and engagement.
- **Promotion & Student Admission Officer** | February 2017 – April 2018. UMBJM, Indonesia.
 - **Digital Marketing:** Designed and optimized targeted social media ad campaigns, focusing on lead conversion and funnel optimization for student recruitment.
 - **Content Creation:** Crafted high-impact visual and written branding assets to drive brand awareness across key audience segments.

Skills

- **Hard Skills:** Digital Marketing Strategy, Google Analytics, SEO/SEM, CRM management, Digital Content Broadcasting.
- **Soft Skills:** International Leadership, Cross-functional Collaboration, Strategic Communication, Emotional Intelligence.
- **Digital Tools:**
Proficient in advanced creative and production software including *Adobe Illustrator*, *Adobe Photoshop*, *Adobe InDesign*, *Adobe Premiere Pro*, *CorelDraw*, *Corel VideoStudio*, and *OBS Studio*; also experienced with user-friendly tools like *Canva*, *CapCut*, and the full Microsoft Office Suite (*Word*, *Excel*, *PowerPoint*, *OneNote*).
- **Languages:**
Indonesian [Bahasa Indonesia] (Native) | *English* (TOEFL iBT 89/120) | *French* [Française] (A2)