Eva Estetika Khusuma

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Female, 24th
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Profile

A highly motivated and hard working individual that always open mind to a new experience and learning new skills. Able to work in heavy workload and doing many tasks in the same time. Always stay positive, flexible to work in team or individually, have great communication skills, and able to implement ideas and plans into actions.

Experience

Online Marketing Executive, PT. Excite Indonesia

Jakarta, Indonesia — 2014-Present

I have been transferred to Marketing Department at the same Company. As a Marketing Executive, I am working in team and I involve in:

- Provide ideas and making plans for Excite's campaigns, not only for online, but also and offline events, and spesify the KPI.
- Executing and delivering the plans, including: issuing the bugdet, purchasing, deal with clients/sponsors if needed (contacting, doing presentation, and deal), and preparing all the requirements needed for the campaign.
- Making report about the campaigns for review.

Accomplishments

- Launching Excite Shop.
- Managing the Ecommerce Affiliates in Excite Shop, including to contact and deal with the Ecommerce Affiliates for promo or other collaboration.
- Updating the Redemption Catalogue.
- Managing and running the Excite Stamp Rally activity at Ennichisai Event 2015 (offline event), including to manage clients.
- Running Blogger Events (offline event).
- Running the Subsidy Campaign for Excite Shop.
- Running the Merdeka 70 Campaign – Sharing Photo.
- Running the Double Points Christmas Campaign.
- Running the Lucky Draw Campaign – collaborating with GMO Research and Pricebook.
- Supporting team to run the Waku Waku Cafe event, collaborating with Waku Waku Japan.
- Supporting team to run offline event Jakarta Japan Matsuri 2015.
- Managing the Tebak Gambar Campaign in Excite Point.
- Managing the Tebak Bola Campaign in Excite Point.
- Compiling the report for many campaigns and KPI, update it in daily basis.

HR & GA, PT. Excite Indonesia
Jakarta, Indonesia — 2013-2014

I started working at Excite Indonesia as a Fresh Graduate, when the employees consisted of just 5 people. Because it was a starting Company. I had chance to learn many things, not only as HR and GA but also for other departments.

Accomplishments

- Recruitment, screening CV until hiring.
- Establised the Company Policy and Code of Conduct for all employees.
- Employee Benefit, established the Policy and doing the administrations.
- Employee Database
- General Admin
- Customer Service

Education

Universitas Katolik Atma Jaya Jakarta
Psychology — 2009-2013

GPA : 3,2/4

Other Experiences and Achievements

- Worked at OPSI (Organisasi Perubahan Sosial Indonesia) as a Counselor and Trainer in 2012.
- Worked at PPH (Pusat Penelitian HIV and AIDS) as a Research Assistant in 2012.
- Worked at SMA Katolik Ricci 1 as a Student Counselor in 2012.
- Completed IELTS course at International Student Service (ISS) in 2009.
- 3th place winner of National Psychology Competition “Psycompilation”, held by Maranatha Christian University, Bandung – Jawa Barat in 2011.
- Scholarship Grantee from PT. Triputra Group 2010 - 2012.

Skills

- Marketing Communication, Digital Marketing, Online Marketing, Business Development, Content Writing (including Reviews), Account Management, Business Planning and Analysis.
- Adaptable, Fast Learning, Hard Working and Highly Motivated, Flexible to work individually or in team, Open Minded, Good Analytical Thinking, Able to handle many tasks at the same time, Able to work under pressure, Strong Communication Skills.

References

Available upon request.