CURRICULUM VITAE

SARAH S SITANALA
"Excellent is not an act, it is a habit" -Aristotle

Date of Birth : 23 March 1984
Place of Birth : Jakarta
Gender : Female
Civil Status : Single
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Educational Background

2011 – 2015 : Bachelor Degree in Communication Studies majoring in Public Relations
Graduate School of Communication-The London School of Public Relations
2003 – 2004 : Graduated from Lembaga Pendidikan Pariwisata Nusantara (LPPN)
1999 – 2002 : High School
SMAN 47, Jakarta
1996-1999 : Junior High School
Strada Bhakti Utama
1996-1990 : Elementary School
Strada Bhakti Utama

Work Experience

- Aug 2015 – Now : Cocoa Communications (specialized in Aesthetic Industry)
  - Positions : Founder and Communication Specialist
  - Responsibilities : Through 8 years of experience in aesthetic industry, Cocoa Communications provides consultation and advancement programs that encompasses sales, marketing, management and branding needs to complete the company's endeavors in meeting their goals and setting new ones.

- Mar 2013 – Jul 2015 : PT Universal Estetika
  - Positions : Division Manager
  - Responsibilities : To establish, lead and run an independent business unit that imports and distributes Teosyal products throughout Indonesia. The scope of responsibility includes sales, marketing, management and branding.

- Apr 2012 – Feb 2013 : PT Reka Piranti Prakarsa
  - Position : Account Manager
  - Responsibilities : To obtain and manage key accounts and to make sure their requirements on every project are met. To establish and maintains a harmonious relationship between the company and the accounts.

- Jan 2010 – Feb 2012 : PT Universal Estetika
  - Position : General Manager
  - Responsibilities : To lead and run a team that imports and distributes few brands (Diamond International, Nue Skin, Aquamid, Teosyal, Alma Lasers). The scope of responsibility includes marketing, management, branding and regulatory affairs.

- Jul 2008 – Dec 2009 : PT Universal Estetika
  - Position : Marketing Support
  - Responsibilities : To lead and organize various marketing activities (workshops, exhibitions, collateral materials, administration)

- Jun 2007 – Jun 2008 : PT Universal Estetika
  - Position : Sales Marketing
  - Responsibilities : To introduce the company and its brands to potential customers to be the customers. To make sure the customers continue their orders and there is growth in revenue.

- 2003 – Mei 2007 : PT Bimatama Indonesia Estetika
  - Position : Tour Operation
  - Responsibilities : To communicate with the clients, internal departments (Ticketing, Hotel, Document (passport, visa, travel insurance), Finance,) and third parties (land arrangement vendors, local guides) on incentive and VIP tours.

Training/ Seminar / Workshop

2003 : Abacus Computer Reservation
2003 : Galileo Computer Reservation
2004 : Abacus Computer Ticketing
2005 – 2007 : CCF (Centre Culturel Francais) French Course
June 2006 : DELF French Examination
19 Jan 2007 : Abacus Conversion Course
2009 - 2010 : Digital Studio Graphic Design
2009 – 2010 : English Talk (English Course)
07 Apr 2014 : Medical Training on Aesthetic Medicine, Geneva, Switzerland
March 2015 : Workshop on Adizes Methodology™- Mastering Change for Organizational Excellence, Kuala Lumpur, Malaysia

Skills

Computer skills	: Microsoft Office (Word, Excel, Power Point, Outlook), Photoshop.
Languages spoken	: Indonesia, English, French.
Other skills	: Writing, Public Speaking, Visualization, Visionary, Teamwork, Leadership, Presentation, Organizing events, and Marketing, Data Analyzes.

Other Achievements

- Level 2 Certificate The City & Guilds of London Institute in English for Business Communications, First Class Pass.
- International Qualification of LCCI (London Chamber of Commerce and Industry) in Public Relations Level 2, Passed with Distinction.
- Certificate The City & Guilds of London Institute in Principles of Customer Service, First Class Pass.