Agustinus Herw**ian**

 +6287888648250 | herwian@gmail.com | Jl. Gudang Peluru Utara 1 blok C no. 100A, South Jakarta 12830

**Work Experiences**

**Product Marketing Intern & Product Marketing of Airy Rooms, Jakarta, Indonesia (Juny 2016 – present)**

Airy Rooms is one of the fastest growing startup in hospitality industry. Works involved:

* Sales enablement - generating Airy Rooms' revenue via Search Engine Marketing channel
* In charge of the company's internal promotion using ATL & BTL strategies
* Generating market intelligence studies relating to users & competitors behavior in the industry
* Establishing remarketing & retargeting strategies to be implemented into digital channels
* Partnering with third parties to improve Airy Rooms' values in the market

**Marketing Intern of MatahariMall.com, Jakarta & Bandung, Indonesia (February 2016 – April 2016)**

Part of YLI Project with direct supervisions from Hadi Wenas (CEO MatahariMall.com) & McKinsey Consultant as Project Coaches.

**Analyst Intern of Skha Venture, Bandung, Indonesia (October 2015 – January 2015)**

Skha Venture is a business incubator initiated by Skha Consulting.

**Strategy Office Intern of PermataBank, Jakarta, Indonesia (June 2015 – August 2015)**

Enrolled as Intern under Strategy Office Department.

**Certifications**

* Google AdWords Search Advertising (November 2016 – November 2017)
* DoubleClick Search Fundamentals (November 2016 – November 2017)

**Education**

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| Parahyangan Catholic University, Bandung, Indonesia (2012 – 2016)Faculty of Economics, Majoring in Strategic Management* Grantee of Young Leaders for Indonesia, McKinsey & Company
* Delegate of Harvard World Model United Nations 2015, Seoul, South Korea
* Delegate of Harvard World Model United Nations 2016, Rome, Italy
* Runner Up 1 Marketing Plan Competition, Maranatha University 2015
* Runner Up of BIZTECH Community Youth Forum Business Challenge 2015
* Honorable Mention Delegate, Binus Model United Nations 2015
* Honorable Mention Delegate, Jakarta Model United Nations 2015
* 1st Consolation Prize Winner of National Management Competition, Soegijapranata University 2016
* Vice Chairman of Management Students Association 2014 / 2015
* Project Officer of Management Students Association 2013 / 2014

High School: Canisius College, Jakarta, Indonesia (2009 – 2012) |