**CURRICULUM VITAE**

**Name: LUSIANA LAURENCIA**

**Birth Date:**  April 15, 1991

**Gender:** Female

**Marital Status:** Single

**Address:** Jl. Jelambar Utama VI no. 37

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Grogol Petamburan

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**Email:** lusianalusz@gmail.com

**Religion:** Budha

**Academic Qualifications**

2009 – 2013 : Universitas Multimedia Nusantara, Communication Science

2006 – 2009 : SMA Mutiara Bangsa 3 School

2003 – 2006 : SMP Kristen Almasih, Jakarta

1997 – 2003 : SD Kristen Almasih, Jakarta

**Courses**

2002 - 2005 : English Course CNN Dutamas

1995 – 1997 & 2005 – 2008: Private Mandarin

**Computer Skills**

* Microsoft Word
* Microsoft Power Point
* Microsoft Excel
* Adobe Photoshop

**Language Skills**

|  |  |  |  |
| --- | --- | --- | --- |
| Language | Well | Good | Average |
| Indonesia | √ |  |  |
| English | √ |  |  |
| Chinese |  |  | √ |
| Hokkian |  | √ |  |

**Organization Skills**

* Paskibra Mutiara Bangsa 3 School
* Committee Chinesse New Year Event 2008 SMA Mutiara Bangsa 3 School
* Sie. Dana *event* *By Bold We Care,* Universitas Multimedia Nusantara
* *Volunteer Science Film Festival* 2010,presented by Goethe
* Treasurer event seminar Klinik Fiksi ,Universitas Multimedia Nusantara
* *Volunteer Science Film Festival* 2011,presented by Goethe
* Committee CONMEDIA 2012, presented by UMN

**Professional Experience**

* 2 Juli 2012 – 2 Oktober 2012: Trainee- Public Relations PT Swiss-Belhotel International Regional Office Indonesia
* 23 Desember 2013 – 4 April 2014: Brand Executive PT Star Three Sixty

Job Description:

* Do all buying process (pre-order, order, purchase price, sales price);
* Make a distribution plan and implementation distribution;
* Make sales forecast and budget plan;
* Plan and implementation marketing plan; and
* Liaison with Head office and business partners.
* 14 April 2014 – present: Product Specialist PT Prambanan Kencana

Job Description:

* Analysis market, analysis sales, and make sales report;
* Analysis current performance, trends, and market conditions for revenue goals;
* Monitor direct and in-direct competitor sales as well as marketing campaigned;
* Educate sales team about brand knowledge and product knowledge;
* Educate customer about brand knowledge and product knowledge;
* Manage and monitoring marketing program (analysis, planning, implementation, and evaluation);
* Liaison with principal about marketing program, brand development, and product development;
* Liaison with customer for product development;
* Liaison with sales office about allocation and product status;
* Event management (analysis, planning, implementation, and evaluation);
* Planning and implementation product distribution;
* Formulate sales forecast and sales budget;
* Analysis current performance, trends, and market conditions for revenue goals.