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EXECUTIVE SUMMARY

Fresh graduate majoring in Business Administration Department, Specializing in English for Business Communication Study Program at State Polytechnic of Malang with hands-on experience in B2B client handling, direct selling, lead follow-up, and sales coordination. Skilled in persuasive communication, customer interaction, and supporting sales growth through solution-oriented approaches. Experienced working in target-driven environments and ready to contribute as a B2B Telesales by optimizing communication, negotiation, and client relationship skills.

EDUCATION

STATE POLYTECHNIC OF MALANG – Malang, Indonesia **2021 - 2025**
Business Administration Department
English for Business Communication and Professional Study Program – GPA 3.72/4.00

- **Relevant Subject Course:** English for Marketing, English for Business Communication, Business Correspondence, English for Customer Services, English for Public Relations, English for Advertising, Online Journalism, Export Import, and Business Interpreting.
- **Thesis:** Developing English Article Content for Studio Dako’s Website to Attract International Audiences through Personalized Contents – 2025.

WORK EXPERIENCE

Dako Brand & Communication – Malang, Indonesia **July 2024 – October 2024**
Internship Program – Marketing & Sales Division

- Managed client communication and coordinated with internal teams to ensure smooth service delivery.
- Assisted in generating B2B prospects through offline events and partnership engagements.
- Produced outreach and marketing content that improved brand visibility and engagement.
- Supported government-related promotional activities, including vendor and stakeholder coordination.

PT. Metro Mesin Mendunia – Malang, Indonesia **August 2023 – December 2023**
MSIB Batch 5 Internship – Marketing Division

- Performed direct sales (B2B & B2C) and consistently achieved weekly sales targets.
- Conducted lead follow-ups, managed inquiries, and handled customer interactions via WhatsApp Business platform.
- Created promotional materials to enhance customer engagement and brand awareness.
- Collaborated with industrial partners during factory visits to maintain communication and relationship-building.
- Designed product presentations and website content to increase customer interest.

ORGANIZATIONAL EXPERIENCE

Himpunan Mahasiswa Administrasi Niaga (HIMANIA) – State Polytechnic of Malang **October 2021 – February 2024**
Public Relations Staff & Coordinator

- Established partnerships with over five universities in East Java through collaborative programs.
- Acted as PR coordinator, liaising with external organizations, sponsors, and media partners.
- Organized a study excursion for over 100 student participants, handling logistics and coordination.
- Secured sponsorships and partnerships to support organizational events.
- Represented the university at IMABI Region IV, fostering national-level collaborations.

Ikatan Mahasiswa Administrasi Bisnis Indonesia (IMABI) for Region 4 – National **October 2022 – August 2023**
Staff of the Research and Development Division

- Conducted system analysis to improve workflow and efficiency.
- Established partnerships with over 10 universities across East Java.
- Resolved internal issues through evaluations and monthly discussions, improving team alignment.
- Led two IMABI Online Student Forums in collaboration with UNISBA Blitar, attracting 100+ participants.
- Served as event moderator and coordinated committees across divisions to ensure smooth execution.

Village Development Program of IMABI – National
Treasurer of Village Development Program

February 2023 – June 2023

- Managed budgeting and tracked expenses for all program activities.
- Handled monthly bookkeeping and financial reporting.
- Coordinated sponsorships, promotions, and media partnerships to support program success.

Pre–Study (PKKMB) of Administrasi Niaga’s Major
– (HIMANIA) State Polytechnic of Malang
Coordinator of the event

July 2022 – September 2022

- Coordinated orientation activities for over 300 freshmen in collaboration with departments and associations.
- Designed and implemented the event plan, including academic orientation and student tasks.
- Led event flow and logistics, ensuring smooth execution of multiple sessions.
- Structured student group systems to enhance peer communication and participation.

CERTIFICATION & COURSE

- TOEIC English Proficiency Test, Score: 600 (August 2025).
- Microsoft Excel: Index Match, Vlookup and Hlookup - MySkill (August 2025).
- Internship certificate at Dako Brand & Communication (November 2024).
- Multimedia Competency Certification - BNSP (September 2024).
- Digital Marketing: Social Media Strategy - MySkill (May 2024).
- Kampus Merdeka Internship at PT. Metro Mesin Mendunia (December 2023).

SKILLS

- Customer Service & Lead Follow-Up.
- Client Relationship Management & Sales Support.
- Strategic Communication & Negotiation.
- Business Correspondence & Intercultural Communication.
- Presentation & Marketing Material Creation.
- Team Coordination & Event Management.
- Social Media Management & Content Marketing Strategy.
- Data & Report Management (Word, Excel, and PowerPoint).
- Graphic Design & Marketing Collateral (Canva).
- Video Production for Promotional Content (CapCut).

SOFTWARE MASTERED

- Microsoft Office (Advanced).
- Microsoft PowerPoint (Advanced).
- Microsoft Excel (Basic–Intermediate).
- Canva (Intermediate).
- CapCut (Intermediate).

LANGUAGE

- **Indonesian** (Native).
- **English** (Intermediate–Fluent).