

Adinda Maharani Putri

Jakarta, Indonesia

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SUMMARY

Leveraging a foundation in communication, digital operation and relationship management experiences, I specialize in crafting user-centric experiences through usability testing, strategic communication, and collaborative problem-solving. Seeking opportunities as a Product Designer, UI/UX Designer, or In-App Writer to contribute a creative and analytical approach that elevates user journeys.

EDUCATION

Universitas Pembangunan Nasional Veteran Jakarta

2017 - 2021

Bachelor of Communication Science, GPA 3.80/4.00, Honors: Summa Cum Laude

Areas of study: Advertising, Creative Marketing, Account Handling, Media Planning, Consumer Behaviour, Design Thinking, Copywriting, Public Relations, Negotiation, Lobbying, Journalism, Broadcasting.

PROFESSIONAL EXPERIENCES

CIMB Niaga Bank

Jakarta, Indonesia

Relationship Manager

Apr 22 - Sept 2022

- Successfully prospected 7 clients for priority banking with AUM >500 mio, demonstrating the ability to understand client needs.
- Utilized counselling and negotiation skills to determine financial and investment goals for 20+ clients.
- Ensured a rewarding client experience and helped reduce number of complaints by giving good costumer service at the branch.

ByteDance Inc.

Jakarta, Indonesia

Digital Operations Intern

May 2021 - Oct 2021

- Coordinated with diverse team of 3 projects to provide local knowledge on influencer networks, deal hunters, app ecosystems, fraud detection and digital payment mechanisms.
- Conducted continual user testing on the TikTok app, supporting language localization and providing input for future campaigns and product improvement for TikTok Bonus Campaign.
- Managed the TikTok Indonesia deal hunter community group and negotiated pricing with 30+ independent marketing SNS and agencies for the Resso Growth Hacking Campaign.
- Collaborated with the BRIC team to investigate TikTok Bonus Campaign loopholes, reduced capital loss from 7% to 3%, and increased the second-day retention rate up to 10% between May - Aug 2021.

Star Cosmos

Jakarta, Indonesia

Marketing Communication Intern

Jul 2020 - Sept 2020

- Collected and analyzed 50+ suitable influencers for a new campaign, demonstrating a keen eye for selecting appropriate content creators.
- Planned and executed a monthly social media plan along with creating 3+ daily content ideas.
- Developed and presented engaging weekly cooking content from recipe selection, ingredient preparation, and live demonstrations.

LEADERSHIP AND ACTIVITIES

English of Siloence (UPNVJ)

Vice of Finance Division

Mar 2019 - Jul 2020

Healing Journey x Bali Usada

Event Division Officer

Oct 2018 - Jan 2020

TEDxUPNVJ

Head of Treasury

Jul 2019 - Nov 2019

EERIE English Competition

Liaison Officer

Jul 2018- Nov 2018

QUALIFICATIONS

HubSpot Academy

Growth-Driven Design Course

Feb 2024

Google Career Certification

Digital Marketing & E-commerce

Jun 2023

LinkedIn Learning & NASBA

Excel Advanced Formulas & Functions

Jan 2022

Badan Nasional Sertifikasi Profesi

Certified Jr. Public Relation Officer

Sept 2021

SKILL AND INTEREST

Technical: Figma, Adobe Photoshop, Adobe Premiere Pro, Canva, Notion, Google Analytics, Google Suite, Microsoft Suite

Interest: UI / UX Design, Prototyping, User Interviews, Card Sorting, Copywriting, Photography, Content Writing, Social Media Management, SEO, Project Management

Language: Native Indonesian, Advanced English

Portfolio: medium.com/@adindamaharaniputri99/writing, notion.so/adindamaharani/UI-UX