

# Chezia Verdiana Adi



I enjoy working in creative fields as much as doing research and dealing with numbers. The idea of extracting the essence of complex data and turning it into a clear, reader-friendly report has been my current obsession. Working in a fast-paced environment in which time is a crucial variable, I learned ways to automate my dashboard in order to deliver such report precisely on time.

## Personal Info:

Jakarta, Indonesia  
28 October 1996  
chezvdna@gmail.com  
+62 812 8036 0802

## Skills:

Microsoft Office  
Google Sheets  
Adobe Photoshop  
HTML, CSS, JavaScript  
Basic UX Research  
Basic SEO  
SQL

## Social:

**Bē** Chezia Verdiana  
**in** Chezia Adi

## Portfolio:

behance.net/chezvdna  
bit.ly/chezportfolio

## Languages:

Bahasa Indonesia  
*Mother Language*  
English  
*Professional*  
TOEFL 600  
French  
*Basic Conversation*  
DELFI A1

## Experience:

08/2019 - Present

### Junior OTA Performance Manager

*PT. OYO Rooms Indonesia*

Responsibilities:

- Manage 400+ properties' performance in assigned hub(s)
- Create and deliver action plan and progress report
- Create dashboard and tracker on spreadsheet
- Analyze market potential and deliver marketing strategy
- Coordinate with revenue managers to maximize occupancy and GMV

Achievement:

- Generate an average of IDR 60 billion revenue per month
- Target achievement always above 80%

03/2019 - 08/2019

### OTA Support

*PT. OYO Rooms Indonesia*

Responsibilities:

- Assist OTA Performance Manager on their daily task

2018 - 03/2019

### Freelance Designer

*Spire Research - Kementerian Perindustrian RI*

- Flash interactive video
- Infographic poster

*Absolute Inc.*

- Website design (Landing Page)

## Education:

2014 - 2018

### Universitas Padjadjaran

*Sarjana Hubungan Internasional*

- GPA: 3.31
- Thesis: Celebrity Diplomacy (Soft Power, Branding, Media, Popular Culture)

2011 - 2014

### Charis National Academy

*Senior High School*

- Student of the Year (2013 & 2014)
- Played theatrical performing of "Taming of the Shrew" by Shakespeare

## Certification & Courses:

2020

### Web Development

*MIMO*

2020

### Basic SEO

*Hacktiv8*

2020

### Basic UX Research

*Skill Academy*