

Marcella Amanda Genady

Profile

Dynamic and purpose-driven professional with expertise in sustainability, customer success, and digital marketing, backed by over two years of diverse experience. With a global perspective cultivated through international education and work experience, I combine strategic problem-solving with customer-centric approaches to drive impactful results. Currently pursuing a Master's in Hospitality & Tourism Management in Milan, I am eager to apply my skills to support organizations in achieving sustainability and customer satisfaction goals.

Relevant Experience

Waitress

January 2025–Now | Bvlgari Hotel Milano

Italy | Link: https://www.bulgarihotels.com/en_US/milan

- Delivered exceptional service to a diverse clientele, ensuring memorable dining experiences in fast-paced, high-end environments.
- Maintained impeccable table settings and upheld luxury dining standards, contributing to a refined guest atmosphere.
- Communicated fluently in English, catering to international guests and enhancing personalized service.

Front Desk Officer & Bar and Breakfast Assisstant (Internship)

June – Sep 2024 | Compagnie des Hotels du Mont Blanc di Vecchi Alain sas (AO)

Italy | Link : <https://hotelcristallocourmayeur.com/>

- Delivered outstanding guest services in English, Italian, and Indonesian, ensuring a seamless and welcoming experience for international visitors.
- Efficiently managed check-in and check-out processes using specialized hotel management software, maintaining accuracy and efficiency.
- Provided guests with accurate local information and personalized recommendations to enhance their stay, reflecting the high standards expected in luxury hospitality.
- Swiftly handled and resolved guest complaints, maintaining a high level of customer satisfaction.
- Prepared and served breakfast, including expertly crafted coffee, ensuring high-quality service that aligns with the expectations of discerning guests.

Social Media Specialist

Dec 2022 – Sep 2023 | Solve Education! NGO

Singapore, Indonesia, Nigeria | Link : <https://solveeducation.org/>

- Designed localized, impactful campaigns for audiences in Southeast Asia and Nigeria, promoting educational sustainability.
- Collaborated with cross-functional teams to create innovative global PR and communication strategies.
- Trained and mentored a digital marketing intern to drive future-focused customer engagement initiatives.

Social Media Specialist & Copywriter

Sep 2022 – Sep 2023 | Clade Ventures (IT) & Finetiks (Fintech)

Indonesia | Link : <https://www.cladetech.com/> & <https://www.finetiks.com/en>

- Managed multi-platform campaigns, achieving up to a 10x increase in customer interactions and engagement.
- Played an integral role in global PR initiatives, crafting innovative communication strategies that resonated across different cultural contexts, enhancing brand visibility.
- Created user-centric content strategies and supported client communications in fintech and IT sectors.

Lecture Assistant (Sustainability & MICE Focus)

Sept 2021 – Jun 2022 | Ciputra University, Surabaya, Indonesia

Indonesia | Link : <https://www.ciputra.ac.id/cbz/>

- Created marketing strategies to optimize a village's natural resources, fostering community-led tourism development.
- Organized large-scale events collaborating with 30+ businesses, emphasizing local and sustainable partnerships.

Contact

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📍 Milan (Ready to relocate)

🌐 <https://www.linkedin.com/in/marcella-amanda-genady>

Programs / Software

- Microsoft Office Suite, Google Solutions, Thunderbird, Metricool, GTMetrix
- Canva, Filmora, Capcut
- Hootsuite, Figma, Webflow, Wix
- Meta Business Suite & TikTok Business Center
- Slack, Google Analytics, Asana.
- Ericsoft PMS

Certificate

- Food and Beverage with competency in bread and cake product on behalf of institution of national professional certification
- IELTS (C1) .

Language

English : C1

Indonesian : Native

Javanese : Native

Italian : A2

Currently advancing through 'Italian Language for Beginners' course

Malaysian : B1

Hobbies

- Travel and cultural explorations
- Baking and culinary arts
- Exploring new social media & music trends
- Social media trends exploration

Main Cook & Operational Manager

Oct 2020 – Jul 2022 | In.yo Bowl, Surabaya, Indonesia
Indonesia | Link : <https://www.ciputra.ac.id/cbz/>

- Increased customer satisfaction and sales by 200% through sustainable branding and strategic marketing initiatives.
- Developed and implemented HACCP/SOP-compliant recipes and processes, ensuring operational sustainability.
- Conducted continuous market analysis to align offerings with customer preferences and environmental standards.

Education & Training

Laurea Magistrale in Hospitality & Tourism Management

Sep 2023– Present | IULM University, Milan, Italy

- **Focus:** Sustainability Hospitality & Travel Trends, Strategic Marketing, Data Analysis, and Optimization in Decision Making.
- **Awards:** Invest Your Talent in Italy Scholarship

Bachelor's Degree in Tourism Culinary Business

Jul 2018 – Jul 2022 | Universitas Ciputra Surabaya, Indonesia

- **Focus:** Hospitality Management, Tourism Business, MICE, Business Communication, Marketing for Tourism
- **Awards:** Graduated with Best Academic, Summa Cum Laude (3.96/4.0)

Student Exchange in Humanities and Social Science

Sep 2021 – Jan 2022 | University of Pècs, Hungary

- **Focus:** Personality Psychology, Pyscosocial Skill Training, Introduction to Popular Culture, Hungarian Society.
- **Awards:** Indonesian International Student Mobility Awards (IISMA)

Extracurricular Highlights

- **Sustainability in Education:** Worked with Solve Education! NGO, designing campaigns to provide underserved students in Southeast Asia and Nigeria with access to quality education, promoting long-term sustainable development through education
- **Global Perspective:** Actively participated in cultural exchange programs, developing psychosocial and cross-cultural skills during a semester in Hungary.
- **Eco-Friendly Business Practices:** Introduced sustainable initiatives at In.yo Bowl, such as sourcing eco-friendly ingredients and reducing waste, leading to a 200% increase in customer satisfaction.
- **Event Leadership:** Coordinated events featuring national influencers and local businesses, showcasing an ability to manage partnerships and customer-centric initiatives.
- **Community Engagement:** As a committee member for the ASEAN ParaGames 2022, contributed in organizing inclusive sports events, ensuring accessibility and sustainability for participants with diverse needs.

Other Interest:

- Human Resource, PR Specialist, SEO Specialist, Video Editor, Graphic Designer, Data Analyst.