

RIFDAH AMELLIA

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Jakarta, Indonesia

Motivated Nutrition major who has a keen interest in marketing and sales. Experienced and well-developed skills in creative thinking, project management, and event management with a demonstrated history of working in various related events and organizations. A highly driven individual to learn and experience new things.

Education

University of Brawijaya - Malang, East Java, Indonesia

Aug 2017 - Jul 2021

Bachelor Degree in Nutrition Sciences, 3.68/4.00

- 3rd Winner of Cinematography Competition at Olimpiade Brawijaya,
- Active and involved in student organizations and several events,
- Relevant coursework : Marketing, Management, Consulting, and Entrepreneurship.

Professional Experience

Shopee International Indonesia - South Jakarta, Indonesia

Jul 2021 - Jan 2022

Business Development Intern (Price Match)

- Participated to help one of Shopee's Top Campaigns, which is Murah Lebay,
- Exceeded daily targets for attribute type mapping with analyzed over 300 - 2000 data products in SPU Project,
- Ensured the price of the product at Shopee is the cheapest of all competitors with price matching application,
- Worked to maintain outstanding attendance record, consistently arriving to work ready to start immediately,
- Contributed to team objectives in a fast-paced environment.

Co-curricular Activities & Leadership

Kampung Budaya - Malang, East Java, Indonesia

May 2019 - Nov 2019

Member of Event Division

- Delivered the Carnival Parade as a project manager who initiated, coordinated, managed, and implemented the concepts in a cross-functional team of 60 people,
- Delivered the Main Event of Kampung Budaya as a stage manager who liaised and coordinated in a cross-functional team of 125 people,
- We used pre-events, such as Carnival Parade, and a known singer, Tulus, to brand and promote the main event of Kampung Budaya which successfully managed to attract visitors up to 14,000 people.

AMSA Brawijaya - Malang, East Java, Indonesia

Jan 2019 - Dec 2019

Treasurer at Membership and Development Division

- Followed up the financial reports of all events under MND Division due to the deadline so there's no budgeting cut from Executive Boards,
- Reduced 1,67% the division expenses from a year before,
- Increased 20% the activeness of the members from a year,
- Maintained and strengthened the relationship between AMSA-UB's members by holding an event called 'ABROAD', impacting +200 members.

Dekan Cup FK UB - Malang, East Java, Indonesia

Dec 2018 - May 2019

Member of Event Division

- Delivered the Medical Fun Walk (Carnival) as a project manager who initiated, coordinated, and determined the concepts, themes, and rules in a cross-functional team of 50 people,
- Found the juries corresponding to the scoring category and made an assessment score with the jury,
- Overseen licenses to the Department of Transportation, the environmental services and cleanliness and police in Malang City,

- Achieved 10 groups consisting of ±100 people (target: 7 groups).

ACROMION - Malang, East Java, Indonesia

Jun 2018 - Nov 2018

Member of Event Division

- Delivered the Monthly Visit as a project manager who initiated, prepared, coordinated, and executed the event,
- Liaised and communicated with SAK Malang (Sahabat Anak Kanker) for updates about this event and discussed the rundowns to adjust the event with the children's activities and therapies,
- Established innovation alongside my partner to put the main event in three different places outside Dr. Saiful Anwar Hospital, Malang for the first time.

FK UB Awards - Malang, East Java, Indonesia

May 2018 - Nov 2018

Member of Public Relations Division

- Contacted ±12 organizations and 10 people of Putra-Putri FK to notify them that they were nominated and reminded them to come on time,
- Assisted them in the event when they required assistance.

AMSA Brawijaya - Malang, East Java, Indonesia

Mar 2018 - Dec 2018

Member of Membership and Development Division

- Conducted data activity of the members and changed it into the score so it can be measured in percents by AEC,
- As a new member, I learned and owned some new skill sets, also sharpened skills that I have by working as a head of divisions, vice head of divisions, and members of divisions in various events,
- Maintained and strengthened the relationship between AMSA-UB's members by holding an event called 'ABROAD', impacting 200+ members.

Staff Magang AMSA Brawijaya - Malang, East Java, Indonesia

Jun 2018 - Sep 2018

Head of Publication, Documentation, Decoration, and Multimedia

- Managed division members and divided them into each responsibility according to their skills,
- Consulted all designs, videos, and concepts to the chief of this event,
- Created social media content and designed the venue according to the theme,
- Based on critics and reviews from the majority of freshmen, they loved the decoration, the design, and the after-movie video.

Medical Heroes - Malang, East Java, Indonesia

Feb 2018 - Apr 2018

Volunteer

- Being a speaker of a clean and healthy lifestyle at an elementary school in Malang Regency

Desa Binaan - Malang, East Java, Indonesia

Feb 2018 - Apr 2018

Volunteer

- Conducted an anthropometric assessment and data screening of 25+ villagers in Malang Regency

Eksekutif Mahasiswa Universitas Brawijaya - Malang, East Java, Indonesia

Sep 2017 - Dec 2017

Staff Muda of Pusat Komunikasi dan Informasi Division

- Produced video editing about several public events held by Eksekutif Mahasiswa Universitas Brawijaya,
- Designed captions as a part of social media marketing on Line and Instagram.

Skills, Achievements & Other Experience

- **Hard Skills:** Microsoft 365 : Word, Excel, & Powerpoint ; Adobe : Premiere Pro & Illustrator ; Statistical : SPSS ; Nutrition Software : WHO Antroplus & Nutrisurvey
- **Soft Skills:** Creative thinking, Leadership, Communication, Event management, Project Management, Teamwork, Team Development, Critical thinking, Decision making, Adaptability, and Openness to criticism
- **Course:** Marketing in FMCG by Skill Industry.id (2021), Digital Skill: Digital Marketing by Accenture (2021), Sales 101: Becoming Excellent Account Executive by Glints (2021), Fast Moving Consumer Goods Virtual Internship by Kinobi (2021).