

HALIMA TUSSADIAH

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Tangerang, Banten.

A creative and passionate fresh graduate of International Marketing with experience in handling marketing strategies, projects or events.

Education Level

BINUS University - Jakarta, Indonesia

Bachelor Degree in International Marketing, 3.48/4.00

Sep 2017 - Aug 2022 (Expected)

Work Experiences

CV. IM&Co - Bandung, Indonesia

Brand Marketing

Dec 2020 - May 2021

- Conducted market research to identify trends, promotion, and growth opportunities.
- Built relationships and cooperated with fashion influencers and communities, prompting new and creative ideas to bolster the brand.
- Planned and implemented a Go-To-Market strategy to reach the target market, developed messages and content to drive demand, and led events.
- Led a collaborative project with a fashion influencer (U2D X Yurezalina) for a new product line.
- Conceptualized and supported digital content production for the U2D brands.

Klikdaily - Tangerang Selatan, Indonesia

Marketing Intern

Aug 2020 - Dec 2020

- Built relationships and interact with related partners (Merchant, Vendor, and Salesperson)
- Analyzed partner needs and prepared solutions. • Assisted the team in creating programs, promotions, and budget planning for partners.
- Contributed to adding 300+ partners to loyalty program members with a minimum transaction requirement for two months.

PT. David Bintang Jaya - Jakarta, Indonesia

Marketing Intern

Jan 2020 - Jul 2020

- Built relationships with influencers for beauty brand.
- Manage brand Instagram especially for Romand Indonesia.
- Created an Instagram content planner for a month

Organisational Experience

Himpunan Mahasiswa Management (HIMME) BINUS - Jakarta, Indonesia

Activist of Relation Department

Mar 2018 - Mar 2019

- Establishing and maintaining relationships with participant, community, and public interest group.

HIMME Festival Music Night and Foodpreneur - Jakarta, Indonesia

Coordinator of Media Partnership Division

Nov 2018 -

- Responsible to coordinate and manage the team to build relationships and interact with related media partners.

Study Tour Luar Kota (STLK) - Jakarta, Indonesia

Committee of Operational Division

Aug 2018 -

- Responsible to plan the itinerary and the event, and ensuring every event was according to schedule.

Skills, Achievements & Other Experience

- **Hard Skills:** Marketing Strategy, Brand Management, Event Planning & Execution, Microsoft Office.
- **Soft Skills:** Detail Oriented, Critical Thinking, Problem Solving, Communication, Teamwork