

## **Nurjannah Ika Putri Iinaas**

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### **Profile Summary**

Dedicated and ambitious individual passionate about management, marketing and customer service, with hands-on experience in organizational and leadership roles. Seeking to contribute by leveraging my ability to lead, problem-solve, and thrive in dynamic, customer-focused environments.

### **Education**

#### **Universitas Muhammadiyah Malang**

Bachelor of Management, Marketing. 3.78/4.00

Relevant Coursework: Marketing strategy, Market research, Digital marketing

Malang, Indonesia

2018-2023

#### **SMAN 1 PALOPO**

Social Sciences

Palopo, Indonesia

2018

### **Leadership and Project Experience**

#### **DIES NATALIES SANGSEKARTA**

Malang, Indonesia

#### **Committee Member, Consumption and Sponsorship**

2019

- Spearheaded sponsorship outreach, successfully securing partnerships to support event operations.
- Negotiated with sponsors and vendors to optimize event resources and manage budgets effectively.
- Implemented and enforced food and beverage regulations to ensure smooth operations for participants and speakers.
- Conducted a pricing survey to assess and control event costs, contributing to better financial planning.

#### **E-SPORT PUBG COMPETITION “CHICKEN CRUSH”**

Malang, Indonesia

#### **Head of Committee, Consumption and Equipment**

2019

- Led a team in managing event logistics, overseeing the procurement and setup of essential equipment.
- Diagnosed and resolved technical malfunctions under pressure, ensuring uninterrupted competition flow.
- Supervised and coordinated committee members, optimizing teamwork and efficiency to deliver a seamless event experience.
- Ensured compliance with event regulations, maintaining organization and discipline among participants.

#### **PT. ZONA EDUKASI NUSANTARA**

Jakarta, Indonesia

#### **Participant, Studi Independen Kampus Merdeka**

2021

- Developed a strong foundation in digital marketing strategies, consumer behavior analysis, and branding techniques.
- Collaborated on real-world marketing projects, applying critical thinking and data-driven decision-making.
- Created and optimized advertising campaigns, increasing engagement and brand awareness through targeted content.
- Gained insights into market research and audience segmentation to craft impactful marketing messages.

### **Skills & Interests**

**Technical:** Microsoft Office, Spreadsheet, Docs, Canva, Photoshop, Adobe Illustrator

**Language:** Indonesian Fluent, English Fluent

**Interests:** Reading Books, Writing, Editing