

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

Committee Member, Consumption and Sponsorship

Malang, Indonesia

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