



Marketing Outreach Final Project

Marketing Outreach – **Febe Jovita**

Virtual Internship Experience



Batch June 2023

About Me

I like to solve problems. Throughout my career, I have been driven by my intellectual curiosity to find answers to the most pressing questions. Whether it's finding a perfect song for a film or finding a rare product for a rocket, I've been able to quickly uncover a customer's pain point and identify a strategic solution.

With my refined skill set, I bring customer-centric mindfulness that enables firms to innovate and thrive.

My intellectual curiosity also drives me to be a lifelong learner.

A young lady interested in Business Intelligence, Product Management, Computer Vision, Cybersecurity, & International Law.

I love Music Industry, Movie Industry, Online Investment Industry, Online Travel Agent Industry, Education Technology Industry, Gaming Industry, & Technology Industry.

www.linkedin.com/in/febe-jovita-7b1572246



About Rakamin Academy

Rakamin Academy adalah sebuah platform untuk kamu yang ingin belajar dan atau menyediakan pembelajaran, platform untuk berkoneksi, dan membangun karir di era digital. **Rakamin Academy** bertujuan untuk membantu masyarakat Indonesia mendapatkan akses pendidikan yang lebih inklusif dan berdampak untuk membantu mereka memulai karir di bidang teknologi.

<https://www.rakamin.com/>



About LifeVitae

LifeVitae adalah sebuah Startup edukasi berbasis teknologi (EdTech start-up) dari Singapura yang mendukung para pelajar dengan menyediakan platform identifikasi kekuatan dalam diri (strength finder) yang mengacu pada UNESCO-WHO Life Skills Model. Melalui platform yang disediakan **LifeVitae**, para pelajar akan diarahkan oleh semacam tools yang akan membimbing mereka kepada sumber-sumber pembelajaran yang cocok dengan kepribadian mereka, seperti: pendidikan tinggi, dan pilihan karir, untuk memberi mereka kesempatan untuk dapat mengeksplorasi pekerjaan/kesempatan magang yang sesuai dengan minat mereka. Dengan menggunakan AI & Machine Learning. **LifeVitae** dapat membantu user untuk menentukan minat dan bakat.

<https://lifevitae.co/lifepath>

 **LifeVitae**



Outline Virtual Internship Experience

- Marketing Introduction
- The Importance of The Role of Marketing
- The Difference Between Email Marketing and Marketing Outreach
- Marketing Outreach Introduction
- Marketing Strategy
- Social Media Introduction
- The Importance of Social Media for Promotional
- Social Media Introduction Platform
- Social Media Marketing Strategy
- The Urgency of Analysis Content Social Media Marketing
- Role of Communication and Public Relations as The Main Media Contact
- Use of Webinars as a Medium of Marketing Communication
- Important Role of Company Vision Based on Its Values
- Webinar Speakers
- Build Strong Relationships with Relevant Stakeholders
- Strategic Planning Introduction
- Strategic Content
- Strategic Tools
- Monitor Webinars
- Strategic In Determining Competent Speakers



Case Study

Setelah memahami keseluruhan dari ideasi konten, cara berkomunikasi, dan strategi yang digunakan, **marketing outreach** pasti akan terus belajar memahami bagaimana perubahan dari marketing dan harus mampu beradaptasi.

Pada **LiveVita**, sebagai salah satu platform profile builder, tentu akan banyak kompetitor yang mengikuti dan menjadikan **LiveVita** sebagai referensi mereka.

Pada task ini, **marketing outreach** diminta untuk mampu membuat dan mengumpulkan data calon pembicara webinar dan calon kerjasama perusahaan untuk webinar yang diadakan perminggunya.

 **LifeVita**



Tema webinar yang akan dilaksanakan		
No.	Waktu Pelaksanaan Webinar	Tema Webinar
1	Minggu 1	Self Healing: The Importance of Having Support Systems
2	Minggu 2	Communication Talks: The Arts of Saying No
3	Minggu 3	Loving Yourself: Ways to Deal With Self-Hatred
4	Minggu 4	Life as a Student at IPB: Achievement, Study Life and Experience
5	Minggu 5	University Talks: How to Get Into Your Dream Company
6	Minggu 6	University Talks: How to Get Your Dream University (Study in Universitas Indonesia (UI))
7	Minggu 7	College Planning 101: A guide To Prepare For Your Dream University
8	Minggu 8	Self-Appreciation: Knowing Your Value to be the Best Version of Yourself
9	Minggu 9	Self Development: Maintaining Productivity to Build New Skills
10	Minggu 10	Career Talk: Ways to Improve Your CV and Interview Skill



List calon narasumber dari LinkedIn

Minggu 1 - Self Healing: The Importance of Having Support Systems

No.	Nama Lengkap Narasumber	Background Karir/ Pekerjaan/ Jabatan	Industri/ Bidang Perusahaan	Nama Perusahaan/ Instansi	Link Profile Pembicara	Catatan
1	Zian Ismatul Maula	Human Resources Specialist	Pertambangan Batu Bara	PT. HASNUR RIUNG SINERGI	https://www.linkedin.com/in/zian-ismatul-maula/	
2	Maria Dwindita Jansen	Clinical Psychologist	Rumah Sakit dan Pelayanan Kesehatan	EMC Healthcare	https://www.linkedin.com/in/maria-dwindita-jansen-764710101/	
3	Ikhsan Bella Persada	Clinical Psychologist	Pelayanan Kesehatan Jiwa	Bicarakan.id	https://www.linkedin.com/in/ikhsan-bella-persada-1571b8191/	
4	JP (Prawita) Sugito	Certified Polarity Therapist	Pelatihan dan Bimbingan Profesional	Radani Emotional Wellness	https://www.linkedin.com/in/jp-prawita-sugito-	
5	Dr. Laura Widyanto, CPsychol., CH., CHt.	Psychologist	Jasa Kesejahteraan dan Kebugaran	Maja Healing Wellness Center	https://www.linkedin.com/in/laurawidyanto/	

Minggu 2 - Communication Talks: The Arts of Saying No

No.	Nama Lengkap Narasumber	Background Karir/ Pekerjaan/ Jabatan	Industri/ Bidang Perusahaan	Nama Perusahaan/ Instansi	Link Profile Pembicara	Catatan
1	Vanessa Patrick	Associate Dean for Research and Bauer Professor of Marketing	Perguruan Tinggi	University of Houston, C.T. Bauer College of Business	https://www.linkedin.com/in/vanessapattick23/	Penulis buku The Power of Saying No
2	Risa Dina Nurmala	Professional Freelancer	Pendidikan (Matematika)		https://www.linkedin.com/in/risa-dina-nurmala-918041196/	
3	Karinka Bella Prasetya	Marketing Assistant	Ritel Barang Mewah dan Perhiasan	John Hardy	https://www.linkedin.com/in/karinkabella/	
4	Nur Halimah	Talent Acquisition Manager	Sumber Daya Manusia	Maukerja Indonesia	https://www.linkedin.com/in/nur-halimah-maukerjaid/	
5	Rudy Efendy ICF PCC, CPCC, Licensed Trainer of NLP, CWM, CHRM, MBA	Executive Coach and Founder	Pelatihan dan Bimbingan Profesional	Resonant Coaching Associates	https://www.linkedin.com/in/rudy-efendy-icf-pcc-cpcc-licensed-trainer-of-nlp-cwm-chrm-mba-	



Minggu 3 - Loving Yourself: Ways to Deal With Self-Hatred

No.	Nama Lengkap Narasumber	Background Karir/ Pekerjaan/ Jabatan	Industri/ Bidang Perusahaan	Nama Perusahaan/ Instansi	Link Profile Pembicara	Catatan
1	Sofina Tunnajah	Educational Psychologist	Pelayanan Kesehatan Jiwa	TOUCHÉ Development Center	https://www.linkedin.com/in/sofina-tunnajah-a586a8168/	
2	Annisa Poedji Pratiwi	Associate Clinical Psychologist	Pelayanan Kesehatan Jiwa	IBUNDA.ID	https://www.linkedin.com/in/annisapratii/	
3	Ahmad Zain Fahmi	Career Coach	Pendidikan	Rumah Siap Kerja	https://www.linkedin.com/in/azainfahmi/	
4	Elvine Gunawan, dr, SpKJ	Director Of Services	Pelayanan Kesehatan Jiwa	Karya Sehat Nusantara Mental Health Clinic	https://www.linkedin.com/in/elvine-gunawan-dr-spki-193a2a98/	
5	Muhammad Syibbli	Clinical Psychologist	Lembaga Pendidikan Dasar dan Menengah	Satu Persen	https://www.linkedin.com/in/muhammad-syibbli-725317197/	

Minggu 4 - Life as a Student at IPB: Achievement, Study Life and Experience

No.	Nama Lengkap Narasumber	Background Karir/ Pekerjaan/ Jabatan	Industri/ Bidang Perusahaan	Nama Perusahaan/ Instansi	Link Profile Pembicara	Catatan
1	Arga Putra Panatagama	Area Marketing Associate	Barang Konsumsi	Nutrifood	https://www.linkedin.com/in/arga-putra-panatagama/	1st Runner Up of Most Outstanding Student of Indonesia 2018
2	Faldi Sulistiawan	Senior Data Scientist	E-commerce	Tokopedia	https://www.linkedin.com/in/faldi-sulistiawan-265654165/	1st place at National Data Summit 2019
3	Wanda Azizah Yasin	UX Researcher	Telekomunikasi	Telkom Indonesia	https://www.linkedin.com/in/wandaay/	Gold Medalist (1st Winner) of User Experience Design Competition - GEMASTIK 13
4	Aqmalia Shafira	Business Manager	Jasa Sumber Daya Manusia	Pemimpin.id	https://www.linkedin.com/in/aqmalia-shafira/	The 1st Runner Up of BUMN PLN Paper Competition "Development Business New Edge" National
5	Danang Ambar Prabowo	Researcher	Jasa Riset	Indonesian Institute of Sciences (LIPI)	https://www.linkedin.com/in/danangap7/	1st Winner of Indonesia's National Best Student Award (Mahasiswa Berprestasi Nasional Terbaik 1) 2007



Minggu 5 - University Talks: How to Get Into Your Dream Company

No.	Nama Lengkap Narasumber	Background Karir/ Pekerjaan/ Jabatan	Industri/ Bidang Perusahaan	Nama Perusahaan/ Instansi	Link Profile Pembicara	Catatan
1	Diki Wahyudi Ong	Program Lead - Generasi GIGIH	Teknologi, Informasi, dan Internet	GoTo Group	https://www.linkedin.com/in/diki-wahyudi-30/	
2	ROH BUDIANTO	Director of Operation and Co-Founder	Pelatihan dan Bimbingan Profesional	AKADEMIHR.ID	https://www.linkedin.com/in/roh-budianto/	
3	Stanislaus Aditya Agung	Staff Magang Plant Tissue Culture	Kultur Jaringan Tumbuhan	CV Esha Flora	https://www.linkedin.com/in/stanislaus-aditya-agung-58283614b/	
4	Al Falaq Arsendatama, MCC	Executive Coach, CEO	Pelatihan dan Bimbingan Profesional	Coaching Indonesia	https://www.linkedin.com/in/al-falaq-arsendatama/	
5	M Fauzan Wijaya Putra	HR Recruitment	Transportasi, Logistik, Rantai Pasokan, dan Penyimpanan	PT. Global Bintang Timur Ekspres (J&T Express Jakarta)	https://www.linkedin.com/in/mfauzanwijayaputra/	

Minggu 6 - University Talks: How to Get Your Dream University (Study in Universitas Indonesia (UI))

No.	Nama Lengkap Narasumber	Background Karir/ Pekerjaan/ Jabatan	Industri/ Bidang Perusahaan	Nama Perusahaan/ Instansi	Link Profile Pembicara	Catatan
1	Belinda Azzahra Irw an Putri	Supervisor Retail Engagement	Manufaktur Tembakau	PT HM Sampoerna Tbk.	https://www.linkedin.com/in/belinda-azzahra-ab7878103/	The Highest National Examination Score in Banten Province for MA, West Java.
2	Fadel Muhammad PS	Product Manager	Jasa Keuangan	Flip	https://www.linkedin.com/in/fadmuhammad/	
3	Wilson Cristian	Business Architect	Perbankan	Superbank	https://www.linkedin.com/in/wilsoncristian/	
4	Ratih Kumala Dewi	Sustainability Research Analyst	Hubungan Internasional	World Benchmarking Alliance	https://www.linkedin.com/in/ratih-kumala-dewi/	Gold Medalist of National Science Olympiad in Economics
5	Ersa Savitri	Head Talent Acquisition & HR Operations	Penyedia Jasa Pembelajaran Online	Zenius	https://www.linkedin.com/in/ersasavitri/	



Minggu 7 - College Planning 101: A guide To Prepare For Your Dream University

No.	Nama Lengkap Narasumber	Background Karir/ Pekerjaan/ Jabatan	Industri/ Bidang Perusahaan	Nama Perusahaan/ Instansi	Link Profile Pembicara	Catatan
1	Khusnul P.	Assistant Lecturer	Perguruan Tinggi	Universitas Gadjah Mada (UGM)	https://www.linkedin.com/in/khusnul-p-221126139/	
2	Ahnaf Fairuzuhdy Aslam	Chief Executive Officer	Organisasi Masyarakat dan Sosial	Bersinar	https://www.linkedin.com/in/ahnafairuzuhdy/	Bersinar is an ed-tech platform with a mission to democratize college entrance exam preparation. Since established in late 2020, we have directly impacted > 70.000 high school students across Indonesia, and have helped thousands of them to pass the exam.
3	Nabilah Edyta	Study Abroad Mentor	Manajemen Pendidikan	Schoters	https://www.linkedin.com/in/edytanabilah/	
4	Rachel Darmawangsa	US Strategy Consultant	Manajemen Pendidikan	Crimson Education	https://www.linkedin.com/in/rachel-darmawangsa/	
5	Muhammad Fajar Fitrianto	Associate Coach	Pelatihan dan Bimbingan Profesional	Kubik Coaching	https://www.linkedin.com/in/muhammad-fajar-fitrianto-389541a5/	

Minggu 8 - Self-Appreciation: Knowing Your Value to be the Best Version of Yourself

No.	Nama Lengkap Narasumber	Background Karir/ Pekerjaan/ Jabatan	Industri/ Bidang Perusahaan	Nama Perusahaan/ Instansi	Link Profile Pembicara	Catatan
1	Hayinah Ipmawati, M.Psi, Psikolog	Associate Psychologist	Pelayanan Kesehatan Jiwa	Tenang	https://www.linkedin.com/in/hayinah-ipmawati/	
2	Septiadhi Wirawan	Marcom Manager	Penyedia Jasa Pembelajaran Online	Widya Edu	https://www.linkedin.com/in/septiadhi-wirawan-54356431/	
3	Jiemi Ardian	Psychiatrist	Rumah Sakit dan Pelayanan Kesehatan	Siloam Hospitals Group	https://www.linkedin.com/in/jiemi-ardian-373470154/	
4	Pingkan Rumondor	Deputy Head of Psychology Department	Perguruan Tinggi	BINUS University	https://www.linkedin.com/in/pingkanrumondor/	
5	Shabrina Fitriandari	Human Resources Associate	Independent Consultant		https://www.linkedin.com/in/shabrina-fitriandari-54b0949b/	



Minggu 9 – Self Development: Maintaining Productivity to Build New Skills						
No.	Nama Lengkap Narasumber	Background Karir/ Pekerjaan/ Jabatan	Industri/ Bidang Perusahaan	Nama Perusahaan/ Instansi	Link Profile Pembicara	Catatan
1	Alwiana Hamidah Nugroho	Assistant Professor	Perguruan Tinggi	Universitas Jember	https://www.linkedin.com/in/alwianahamidah/	
2	Dedie Renaldi Manahera	Head of People & Culture G&A Functions	Manufaktur Tembakau	PT HM Sampoerna Tbk.	https://www.linkedin.com/in/dedie-renaldi-manahera-3a26188/	
3	Belinda Azzahra Irw an Putri	Supervisor Retail Engagement	Manufaktur Tembakau	PT HM Sampoerna Tbk.	https://www.linkedin.com/in/belinda-azzahra-ab7878103/	
4	Junar Asunyi	Human Resources Specialist	Penyedia Jasa Pembelajaran Online	Habiskerja.com	https://www.linkedin.com/in/junar-asunyi-188266116/	
5	Ferlita Sari, Psikolog, PCC	Co Founder	Pelatihan dan Bimbingan Profesional	Kubik Coaching	https://www.linkedin.com/in/ferlita-sari-psikolog-pcc-12715548/	
Minggu 10 – Career Talk: Ways to Improve Your CV and Interview Skill						
No.	Nama Lengkap Narasumber	Background Karir/ Pekerjaan/ Jabatan	Industri/ Bidang Perusahaan	Nama Perusahaan/ Instansi	Link Profile Pembicara	Catatan
1	ALDINO RADIANSYAH	Human Resources Coordinator	Perhotelan	Grand Edge Hotel & Skybar	https://www.linkedin.com/in/aldino-radiansyah-9492421ba/	
2	Florensia Wiyono Daryanto	CEO and Founder	Program Administrasi Pendidikan	Bright Internships	https://www.linkedin.com/in/florensiawiyonodaryanto/	
3	Josiah Uratama Sitompul	HR Manager	Jasa TI dan Konsultan TI	PT Seraphim Digital Technology	https://www.linkedin.com/in/josiah-uratama-sitompul-a72439172/	
4	Steven Gouw	Co-Founder & CEO	Kepegaw aian dan Perekrutan	NusaTalent	https://www.linkedin.com/in/steven-gouw-bb8850b1/	
5	Teddy Diego	Founder	Pelatihan dan Bimbingan Profesional	AKADEMIHR.ID	https://www.linkedin.com/in/teddydiego/	



List Narasumber Terpilih					
No.	Waktu Pelaksanaan Webinar	Tema Webinar	Nama Lengkap Narasumber	Argumentasi / Alasan Kuat Memilih Narasumber	Catatan
1	Minggu 1	Self Healing: The Importance of Having Support Systems	Dr. Laura Widyanto, CPsychol., CH., CHT.	Beliau mempunyai gelar Bachelor of Science (B.Sc), Applied Psychology dari Cardiff University / Prifysgol Caerdydd dan mempunyai gelar Doctor of Philosophy (PhD), Psychology dari Nottingham Trent University. Beliau sudah berpengalaman dalam bidang psikologi di UK selama 17 tahun. Pada Agustus 2020 Beliau menjadi Psychologist di Maja Healing Wellness Center, Kuta, Badung, Bali.	https://www.majahealing.com/
2	Minggu 2	Communication Talks: The Arts of Saying No	Vanessa Patrick	Beliau mempunyai gelar Doctor of Philosophy (PhD), Business (Marketing and Consumer Psychology) dari University of Southern California. Beliau telah berpengalaman dalam bidang bisnis dan marketing di Amerika Serikat. Beliau merupakan penulis buku The Power of Saying No.	https://www.amazon.com/Power-Saying-No-Science-Charge/dp/1728251524
3	Minggu 3	Loving Yourself: Ways to Deal With Self-Hatred	Ahmad Zain Fahmi	Beliau mempunyai gelar Bachelor 's degree, Psychology dari Universitas Islam Indonesia. Selain itu Beliau juga mempunyai berbagai lisensi dan sertifikat dalam bidang psikologi dari Badan Nasional Sertifikasi Profesi, ESQ Coaching Academy, Merry Riana Group, dan United Nations Institute for Training and Research (UNITAR). Beliau meraih berbagai penghargaan dalam bidang psikologi.	
4	Minggu 4	Life as a Student at IPB: Achievement, Study Life and Experience	Danang Ambar Prabowo	Beliau mempunyai gelar Bachelor of Fisheries (S.Pi), Marine Science and Technology dari IPB. Saat menjadi mahasiswa di IPB Beliau mendapatkan berbagai penghargaan salah satunya yaitu 1st Winner of Indonesia's National Best Student Award (Mahasiswa Berprestasi Nasional Terbaik 1) 2007.	



5	Minggu 5	University Talks: How to Get Into Your Dream Company	ROH BUDIANTO	Beliau mempunyai gelar Bachelor's degree, Human Resources Management dari Universitas Bung Karno. Selain itu Beliau juga mempunyai berbagai lisensi dan sertifikat dalam bidang HR. Beliau mendapatkan beberapa penghargaan dari perusahaan saat bekerja di beberapa hotel ternama di Indonesia. Pada Maret 2023 Beliau menjadi Director of Operation and Co-Founder di AKADEMIHR.ID. Beliau juga mempunyai pengalaman menjadi narasumber di berbagai seminar dan webinar.	
6	Minggu 6	University Talks: How to Get Your Dream University (Study in Universitas Indonesia (UI))	Ratih Kumala Dewi	Beliau mempunyai gelar Bachelor's degree, Economics dari UI. Beliau meraih Gold Medalist of National Science Olympiad in Economics.	Awarded as the gold medallist in the biggest and most prestigious national science competition for high school students held by The Ministry of Education and Culture.
7	Minggu 7	College Planning 101: A guide To Prepare For Your Dream University	Ahnaf Fairuzuhdy Aslam	Beliau mempunyai gelar Bachelor's degree, International Relations and Affairs dari Universitas Padjadjaran. Pada Desember 2020 Beliau menjadi Chief Executive Officer di Bersinar. Bersinar is an ed-tech platform with a mission to democratize college entrance exam preparation. Since established in late 2020, we have directly impacted >70.000 high school students across Indonesia, and have helped thousands of them to pass the exam.	https://www.bersinar.id/
8	Minggu 8	Self-Appreciation: Knowing Your Value to be the Best Version of Yourself	Pingkan Rumondor	Beliau menempuh pendidikan S1, S2, dan S3 Psikologi di UI. Beliau mempunyai pengalaman 13 tahun dalam bidang psikologi. Pada Oktober 2022 Beliau menjadi Deputy Head of Psychology Department di BINUS University.	
9	Minggu 9	Self Development: Maintaining Productivity to Build New Skills	Junar Asunyi	Beliau mempunyai gelar Bachelor's degree, Psychology dari Universitas Pelita Harapan (UPH). Pada Juli 2022 Beliau menjadi Human Resources Specialist di Habiskerja.com. Selain itu Beliau juga aktif sebagai TikTok Content Creator.	
10	Minggu 10	Career Talk: Ways to Improve Your CV and Interview Skill	Florensia Wiyono Daryanto	Beliau mempunyai gelar Bachelor's degree, International Business Management dari Universitas Kristen Petra. Pada Oktober 2015 Beliau menjadi CEO and Founder Bright Internships. Tugas Beliau : Managing the career (resume and interview) training, study tour, and internship business activities and strategy ; Leading the team in Surabaya, Jakarta and Malang offices and ensuring the programs and services run well ; Building relationship and communication with key partners, stakeholders and clients worldwide.	http://www.brightinternships.com/

LifeVitae



**Thank You.
Let's collaborate.**

LinkedIn : www.linkedin.com/in/febejovita-7b1572246

Email : febejovita@gmail.com

Instagram :
<https://instagram.com/fjovitaj>

Github (My portfolios) :
<https://github.com/FebeJovita>

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