

Ruth Larasati Caroline

PET CARE BUSINESS OWNER

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Objective

Detail-oriented accounting graduate from Telkom University with experience in entrepreneurship as the founder of Paw Boulevard, a pet care business in Bandung. Demonstrated commitment to community engagement through voluntary English teaching for primary school students. Eager to explore diverse career opportunities beyond accounting, with a strong work ethic and a desire for professional growth. Seeking a full-time position that offers challenges and opportunities to enhance skills and experience.

Experience

Paw Boulevard | Pet Care Business Owner

2023-now

- Cultivated a loyal customer base of over 30 repeat clients, ensuring high levels of customer satisfaction through exceptional grooming, daycare, and pet hotel services, leading to consistent weekly visits.
- Achieved significant sales success by selling over 200 items in the first month on TikTok Shop, showcasing strong skills in online marketing and product promotion tailored to pet care.
- Leveraged social media platforms like TikTok and Instagram to successfully launch and promote products, demonstrating a strong understanding of digital sales channels and audience engagement.
- Conducting thorough market research on pet owners' interests and needs, resulting in a compelling business concept that resonates with the target audience.

Tani Kota | Voluntary English Teacher

2023-2024

- Leveraged strong public speaking abilities to deliver engaging and dynamic lessons, employing storytelling, interactive activities, and multimedia resources to maintain student interest and create a fun learning environment.
- Acted as a mentor, guiding students not only in language skills but also in developing positive learning attitudes and behaviors, contributing to their overall personal growth.

Prime Consult | Internship Program in Tax Compliance Division

2022

- Assisted in the preparation and filing of corporate tax returns, ensuring compliance with Indonesian tax regulations and accuracy in reporting financial data.
- Gained knowledge in expatriate tax issues, including residency status and tax obligations, while also handling individual taxation matters for diverse clients, ensuring adherence to local laws and regulations.
- Applied analytical skills to review financial statements and tax-related documents, identifying discrepancies and ensuring data integrity in compliance processes.

Education

Telkom University, Accounting2018-2023

Major: Accounting | Minor: Economy and Business

Certification

IELTS | British Council2024

Achievement Score: 6.0

Qualified Risk Management Officer (QRMO) | LSP MKS2021

Result: Competent

- Ability to identify and assess various types of risks (e.g., operational, financial, market, credit).
- Understanding of local and international regulations (e.g., OJK, Basel III, AML/KYC) for compliance in the financial and corporate sectors.
- Proficiency in creating risk reports, dashboards, and key risk indicators (KRIs) for stakeholders.
- Strengthened decision-making skills and leadership in promoting risk-aware strategies and governance.

Skills & abilities

- **Entrepreneurial Mindset:** Demonstrated initiative and creativity in developing business concepts, managing operations, and understanding market needs.
- **Communication and Interpersonal Skills:** Effective communicator, skilled in conveying information clearly and engagingly, whether in teaching, client interactions, or team collaborations.
- **Analytical and Problem-Solving Skills:** Strong ability to analyze complex information, identify discrepancies, and propose effective solutions across various contexts.
- **Customer Relationship Management:** Proven ability to build and maintain strong relationships with clients and customers, enhancing satisfaction and loyalty.