

ALVIYANI KURNIA PUJAWATI

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SUMMARY

studied D3 Marketing Management of Electronics Industry from Politeknik Negeri APP Jakarta. Have skills in Microsoft Word, Excel, PowerPoint, SPSS, public speaking, and Marketing Ads. Experienced in creating promotional media designs, audio visual advertisements, event concepts, event organizing, and public speaking. Disciplined, responsible, communicative, and able to work both individually and in teams. Highly committed, adaptable, and enthusiastic in learning new things.

EDUCATE EXPERIENCE

Project 1 : Design Media Promotion

Mar 2023 - Jul 2023

- create concepts for Philips Toaster products that suit promotional objectives and target audience
- designing Instagram feeds for promotional and educational activities for the audience
- write captions for social media and call to action that attract the audience's attention

Projet 2 : Audio Visual

Sep 2023 - Dec 2023

- conceptualize video advertisement and story board
- Team coordination for division of tasks and talents in advertising
- received a unique advertising award with sangobion products

Assistant Lectrurer, Politeknik Negeri APP Jakarta

Jan 2024 - Jul 2024

- teaching practicum in the Project 1 : Desain Media Promosi
- assist in assessing assignments, exams and student projects
- Become an intermediary between lecturers and students regarding important information related to lectures

Projet 3 : Event Organizing

Mar 2024 - Jul 2024

- Planning and executing branding campaigns
 - Create promotional video ads to increase audience engagement by 80% using trending marketing methods
 - Analyze the effectiveness of the campaign and communication that has been carried out
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EDUCATION

Senior High School

2019 - 2022

SMA Negeri 4 Kabupaten Tangerang

- Social Science

Student in Electronics Industry Marketing Management

2022 - Now

Politeknik Negeri APP Jakarta

- Electronics Industry Marketing Management | GPA : 3.63/4.00
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ADDITIONAL INFORMATION

- **Technical Skills:** SPSS, Public Speaking, Design Promotion, Audio Visual ads
- **Languages:** Indonesian, English
- **Certifications:** Assistant Lecturer Project 1 : Desain Media Promosi
- **Awards/Activities:** Received a unique advertising award with sangobion products