



Rima Melati Aprilyana

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ABOUT ME

Creative Entrepreneur and Communication Student with a passion for content creation, event management, and digital marketing. Experienced in leading teams as a CEO of a creative agency and managing business operations in the F&B sector. Skilled in social media strategy, public speaking, and problem-solving.

WORK EXPERIENCE

Sam Production Indonesia – Makassar, Indonesia

Chief Executive Officer (CEO)

[2019 – 2021]

Led a creative agency team, managed marketing strategies, handled client communications, and resolved operational issues.

President University – Cikarang, Indonesia

Brand Ambassador & Marketing Team

[2019 – 2021]

Represented the university in promotional events, conducted public speaking, and managed student recruitment campaigns.

Gorengan Sedap (F&B Business) – Makassar, Indonesia

Business Owner

[2018 – 2020]

Founded and managed a home-based F&B business. Oversaw production, sales, and managed tenants at various festival events.

CV. Sam Kreatif Indonesia – Makassar, Indonesia

Social Media Manager

[2020 – 2021]

Created digital content, managed social media accounts, executed digital marketing campaigns, and handled copywriting.

UD. Sam Kayu – Gowa, Indonesia

Manager of Marketing

[2020]

Managed marketing communications, social media strategies, and led the marketing team to increase brand

EDUCATION AND TRAINING

Bachelor of Communication Science

President University [2019]

City: Cikarang | Country: Indonesia

High School Diploma (Science/IPA)

SMA Negeri 02 Makassar [2016 – 2019]

City: Makassar | Country: Indonesia

LANGUAGE SKILLS

Mother tongue(s): Indonesian

Other language(s): English | Spanish | German

SKILLS

Social Media Marketing (Facebook & Instagram Ads) / Microsoft Office (Excel, Word, PowerPoint) / Content Creation & Video Editing / Canva / Graphic Design Tools