



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]

- Achieved an **85%** success rate in client acquisition strategies, converting nearly every prospect into a client.
- Directed a creative team to deliver high-quality projects, ensuring **100%** client satisfaction.
- Managed business operations and marketing, resulting in consistent project growth year-over-year.

President University – Cikarang, Indonesia

Brand Ambassador & Marketing Team

[2019 – 2021]

- Represented the university in nearly **50** events within a single year, significantly boosting brand visibility.
- Conducted public speaking and promotional activities that increased student recruitment interest.
- Managed student recruitment campaigns effectively, contributing to the university's intake targets.

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

Business Owner

[2018 – 2020]

- Achieved a **45%** daily purchase conversion rate on food delivery platforms (GrabFood).
- Generated consistent daily sales of **30-40** units (approx. IDR 1 million/day) solely through Instagram and online channels.
- Managed end-to-end production and quality control to maintain high customer ratings.

CV. Sam Kreatif Indonesia – Makassar, Indonesia

Social Media Manager

[2020 – 2021]

- Grew social media insights and followers by over **1000%** (from hundreds to thousands) organically, prior to using influencer marketing.
- Developed content strategies that independently drove high engagement without paid endorsements.
- Later collaborated with influencers to further scale up the already established audience base.

UD. Sam Kayu – Gowa, Indonesia

Manager of Marketing

[2020]

- Optimized digital marketing strategies, contributing **75%** to the overall sales growth.
- Accelerated online sales performance through effective "word-of-mouth" and digital campaigns.
- Achieved **50%** of key managerial targets within the marketing division in a short period.

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