

Aulia Amal Ikhwani

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EDUCATION

LSPR COMMUNICATION & BUSINESS INSTITUTE

Communication Studies Bachelor Degree

Main Subject: Introduction to Promotion, Creative Marketing Communication, Marketing Online, Marketing Showcase, Managing Events, Marketing Communication Planning, Integrated Marketing Communication

Dissertation: "Concept of Marketing Communication Planning of the Fashion Brand TOUT through Online and Offline Media."

Class President: It was my responsibility to led the MKT 17-2c class. Five of my classmates made the top ten Marketing Communication students of batch 17 in the last year. Headed from 2015 to 2017.

PROFESSIONAL EXPERIENCE

Customer Service Advisor

Concentrix, Kuala Lumpur, KL (January 2023 - May 2023)

- Informed of any information found based on partner inquiries via call and email.
- Resolved customer inquiries via call and email.
- Recommended any updates about cloud-based service after resolving customer inquiries.

Sales Advisor

Concentrix, Kuala Lumpur, KL (October 2021 - December 2022)

- Initiated cold calling for small-medium businesses that join with the digital ads program.
- Introduced digital marketing ads program by 1:1 via call with thirty minutes time each.
- Proposed recommendations about market trends during each quarter
- Achieved outstanding Customer Satisfaction (CSAT) during Q3 2022.
- Simplified digital ads campaign recommendation to partner with creative that related.
- Negotiated decision makers to commit to the programs and spend the budget on ads.
- Pitched client to choose one goal for each digital campaign based on their needs.

Business Development Executive

Advance Intelligence Group (Ginee), Jakarta, JKT (May 2021 - August 2021)

- Initiated local brands that running online marketplaces to introduce omnichannel service.
- Proposed an offer after an online meeting with those interested in omnichannel service.
- Achieved 50 potential cold leads in one day to contact with a target minimal of 30 leads per day.

Digital Marketing

Subliminal Sound Vortex, Jakarta, JKT (Aug 2017 - Aug 2019)

- Implementing digital marketing campaigns, event plans, promotions and concepts.
- Developed digital campaign for events with Generation G.
- Identify new digital marketing trends and ensure that the brand is in front of the industry developments.

Digital Marketing

Tout (Internship), Jakarta, JKT (Nov 2018 - Feb 2019)

- Plans and executes digital marketing campaigns and event programs to raise brand awareness value.
- Sets the direction of brands thorough understanding of market research and consumer trends.
- Collaborated with CLARA Indonesia for a fashion editorial.

Business Development Manager

Art of Click (Internship), Jakarta, JKT (Nov 2016 - Apr 2017)

- Mobile Advertising trading: Negotiation, buying, and selling on a CPI basis.
- Weekly analysis and campaign optimization to create maximum revenues and meet client's expectations.
- Proactively identifies opportunities to negotiate, retain & grow the new and existing business.

Student Brand Manager

Red Bull (part-time), Jakarta, JKT (Jun 2015 - Dec 2015)

- Act as a Red Bull ambassador at all times: always professional courteous to consumers/campus contacts/authorities.
- Participate in brainstorming at Red Bull Creative Session to sharing unique event ideas.
- Driving trial on a daily basis via one on one seeding and coordination of Wings Team Sampling missions as appropriate, with a focus on crucial consumption occasions: Study, Sport, Having Fun, Driving, At Work, Party.

VOLUNTEER EXPERIENCE

- Liaison Officer - **Indonesian Asian Para Games**, Jun 2018
- Liaison Officer - **The Asean Senior Officials Meeting On Youth & Asean Youth Expo**, May 2018
- Liaison Officer - **Welcome To The Word of Red Bull**, Nov 2015

COMMUNITY SERVICE

- All Stars - **Converse Indonesia**, Dec 2020
- Art Showcase Collaboration - **IDEAFEST x Telkomsel TheNext Dev**, Oct 2018
- Photography Showcase - **Festival Indonesian Youth**, Nov 2015

TECHNICAL EXPERTISE

→ Digital Marketing, Analytics and Data Interpretation, Project Management, Graphic Design, Customer Relationship Management, Market Research, Event Management

ADDITIONAL

- Mobile Sales, **Red Bull**, Aug 2016 - Selling the full chilled can of Red Bull for We The FEst 2016 by approaching to consumers, and sell it to them.
- Creative Designer, **MKT 17-2C**, Jun 2016 - An event of truly experience about Viet Cong in 1968 by London School of Public Relation, Marketing Class 17-2c.
- Lighting Director, **Big City**, Jun 2014 - "Big City" Musical theatre for The 13th LSPR Theatre Festival.

LICENSES & CERTIFICATIONS

- **Customer Service Q3 2022 with Outstanding Customer Satisfaction (CSAT)**, Meta Marketing Pro, Oct 2022
- **The Fundamentals of Digital Marketing**, Google Digital Garage, Nov 2020 - Nov 2021
- **Asking Great Sales Question**, LinkedIn, Jan 2021
- **International Certificate of LCCI in Business for English: Passed with Distinction**, London Chamber of Commerce and Industry, Apr 2016
- **City & Guild English for Business Communication Level 1: First Class Pass**, City & Guilds, Aug 2015