

ARYA MARDHANI SYAPUTRA

BUSINESS DEVELOPMENT

Surabaya, Indonesia | aryamardhanisyaputra@gmail.com | +62-881-0274-8755-9 | Portfolio

Student of Digital Business Study Program, State University of Surabaya with high enthusiasm in business development and growth strategy. Experienced in using data analysis to conduct market research and identify new opportunities. Proactive in building networks and seeking innovative solutions to drive client acquisition and build strategic partnerships. Quick to adapt and motivated to contribute directly to market expansion in a dynamic business environment.

EDUCATION

Surabaya State University S1 Study Digital Business – IPK 3.67	2023 – Present
Barunawati High School Surabaya Department of Social Sciences	2020 – 2023

WORK EXPERIENCE

Ray White Grand Pakuwon – Marketing Executive	Jul 2024 – Feb 2025
<ul style="list-style-type: none">Manage the entire marketing cycle for dozens of property listings, from digital content creation to successfully achieving sales targets.Building and maintaining good relationships with clients, and expanding networks through collaboration with fellow agents and mortgage consultants.Running advertising campaigns on digital platforms (Instagram, Facebook, TikTok) that consistently generate quality leads every month.	
The Westin Hotel Surabaya – Banquet Server	Dec 2022 - Present
<ul style="list-style-type: none">Building professional relationships with clients from various corporate events, ensuring high levels of satisfaction to encourage potential repeat business.Proactively identify upselling opportunities by offering additional services, contributing to increased revenue per event.Coordinate effectively with various teams (Event Manager, Kitchen, Vendors) to ensure the smooth running and success of dozens of large scale events.	

HARDSKILL

- Microsoft Office (Word, Excel, Power Point)
- Data-Driven Strategy & AI-Powered Automation
- Market Research & Opportunity Analysis
- Sales Presentation & Negotiation

SOFTSKILL

- Strategic & Analytical Thinking
- Agile Problem-Solving & Adaptability
- Persuasive Communication & Interpersonal Skills
- Proactive Initiative & Results-Oriented Mindset

CERTIFICATION

- Project Management, Prestasi Junior Indonesia, No.:018/PJI-JKT/CERT-VI/25
- HP LIFE - Entrepreneurship Course, Prestasi Junior Indonesia, No.:019/PJI-JKT/CERT-VI/25