



Edvan Prima Yoga

Personal Resume

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📍 Jl. Durian No: 60 Rt 005/04 Jagakarsa - Jakarta Selatan, 12620 | DKI Jakarta | Indonesia



PROFILE

Place/Date of birth : Jakarta, March 19th 1990



EDUCATION



SDN 03 Cilandak-Jakarta

2001



SMPN 107 Jakarta

2004



SMKN 57 Jakarta (Tourism Vocational High School)

2007



STP SAHID Jakarta (Hotel Management,
Bachelor Degree of Applied Science)

2013



COURSES & WORKSHOPS



Istituto Italiano di Cultura in 2008



Wallstreet Institute Indonesia 2010



Social Media DeepDive by Kompas Gramedia 2014



Starwood Hotels Digital Marketing Workshop 2015



LANGUAGES

English ●●●●●

Italian ●●●●●



COMPUTER PROFICIENCIES



MS. Office



Internet, Social Media,
Blog etc.



Website CMS



Internet Booking Engine



Extranet System



Google Analytics



Channel Manager



Adobe Photoshop



EXPERTISE



Online Revenue



Website Development
(UI, UX, Content Management System,
Offer Management Tools, Other Marketing Assets)



Mobile App E-commerce



Online Sales Marketing
(Keyword Ads, Website Ads, Banner Ads,
Guest Communication)



Digital Marketing
(Display Media, Call To Action,
CPC & CPA, SEO & SEM, Site links)



Property Page Expansion & Local Property Site



Affiliate Marketing



Social Media Specialist (Contents, SMO & SMM)



Social Media Analyst (Engagements, CTA)



Online Reputation Management
(Revinat & TrustYou)



WORKING EXPERIENCES



Corporate E-Commerce Executive 2013-2015

Santika Indonesia Hotels & Resorts
Local Hotel Chain: Santika & Amaris Hotels Industry.
More than 75 Hotels
Jl. Melawai VI No. 6-8 Kebayoran Baru Jakarta 12160 .



Digital Marketing Executive March 2015- present

Sheraton Grand Jakarta Gandaria City
(Starwood Hotels & Resorts)
Pre-Opening Team



ORGANIZATION ACTIVITIES



Indonesia Hotel ECommerce & Revenue Community



@ODOSMOV (One Day One Service Movement)
Volunteer of Emergency Response for Jakarta Flood
Victims January 2013.