

WIRANTI WIRAWAN

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SUMMARY

Business Development & Partnership professional with expertise in market expansion, strategic collaborations, and revenue growth. Skilled in securing 10+ partnerships, boosting sales, and enhancing digital engagement by 4.5%. Strong in negotiation, stakeholder management, and data driven strategies to drive business success.

EDUCATION

- **INSTITUT TEKNOLOGI BANDUNG** - Master of Business Administration (MBA), GPA: 3.74 (Highly Satisfactory) (2023-2024)
- **UNIVERSITAS DIPONEGORO** - Bachelor's of Public Health (SKM), GPA: 3.80 (Cum Laude) (2016-2020)

WORKING EXPERIENCE

PT MEDIKA BERDIKARI SENTOSA - *Limited Liability Company Operating in Healthcare Industry* (Jan 2023-Jan 2024)

Business Development & Partnership (Part Time)

- Developed health packages aligned with market trends, driving a 15% annual increase in sales through strategic discount offerings.
- Identified, established, and maintained business partnerships with digital pharmacies, health platforms, and other relevant companies, expanding business reach.
- Reviewed and evaluated business partner's performances, ensuring alignment with business goals and presenting reports to the Director.

RESTU KASIH HOSPITAL - *A Subsidiary of Mitra Keluarga Group*

(Jan 2022-Oct 2022)

Marketing and Strategic Partnership

- Planned and executed strategic health projects, boosting brand visibility and engaging 5,000+ potential customers through targeted digital marketing campaigns.
- Led cross-functional collaboration, aligning efforts between medical, registration, pharmacy, and external stakeholders.
- Optimized digital marketing strategies, increasing engagement by 4.5% in 5 months through content marketing and campaign analysis.
- Conducted market research & business negotiations, securing 10+ high-value corporate partnerships to drive revenue growth.
- Provided data-driven performance reports to marketing managers, ensuring strategic alignment and campaign effectiveness.

RESTU KASIH HOSPITAL - *A Subsidiary of Mitra Keluarga Group*

(May 2021-Jan 2022)

Human Resources Generalist

- Collaborated with department heads to assess workload and determine staffing requirements, ensuring optimal workforce allocation.
- Led the end-to-end recruitment process, including candidate sourcing, interviewing, and drafting work agreements.
- Managed HR operations for over 400 employees, including attendance, leave, and permit tracking, with accurate reporting to finance for employee benefit disbursements.
- Drafted and developed company regulations, accreditation documentation, and facilitated external audits with the Director.

ORGANIZATION EXPERIENCE

SBM ITB - Event Staff at Sustainable Business PERSONA

(2024)

- Responsible for implementing business case competition events.

Restu Kasih Hospital - Host of Company Talk Show

(2022)

- Selected as the host for a company talk show and utilized advanced public speaking skills.

Restu Kasih Hospital - Company Ambassador

(2021-2022)

- Serve as the Master of Ceremonies for a range of internal and external events.

YOT Semarang - Program Staff

(2018-2019)

- Designed and executed leadership development programs, expanding community engagement.

Studio8 Art Organization - Treasurer

(2017-2019)

- Managed budgeting, accounting, and financial reporting, ensuring transparency in financial operations.

ACHIEVEMENT

Best Employee of The Month at Restu Kasih Hospital

(2022)

Peningkatan Prestasi Akademik (PPA) Scholarship Awardee

(2018-2019)

Top 100 The Most Outstanding Public Health Student

(2018)

ADDITIONAL INFORMATION

Certification:

- Brand Building - Belajarlagi
- Copywriting - Belajarlagi
- Human Capital Staff - BNSP
- Effective Communication - MSC Learning Partner

Language: Bahasa Indonesia (Native), English (TOEFL: 577)

Technical Skills: Microsoft (Excel, Power Point, Word), Data Management (Tableau, PowerBI) , CRM Tools (HubSpot)