

TIRA PERMATA AYU APRILIANA

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Recent graduate in International Relations with a strong interest in Public Relations, Partnerships, and Marketing. Experienced as an Operations Manager, Barista, and Public Relations Specialist. Skilled in crafting effective communication strategies, managing projects, and fostering professional relationships. Successfully led operational improvements that boosted efficiency by provided top-tier service. Eager to apply diverse skills in a dynamic, growth-oriented environment.

Education

Universitas Muhammadiyah Yogyakarta - Yogyakarta, Indonesia

Sep 2018 - Dec 2023

Bachelor of International Relations, 3.56/4.00

- Actively engaged in multiple campus organizations, contributing to various roles and worked collaboratively with diverse teams to achieve common goals, enhancing skills in teamwork, communication, and problem-solving.
- Successfully organized and managed a range of events demonstrating strong organizational and leadership skills.

SMA Negeri 1 Kebumen - Kebumen, Indonesia

Jul 2014 - Jul 2017

- Vice Class Leader for 3 years.
- Head of Public Relations division in Red Youth Cross extracurricular for one year.

Work Experience

Lawana Coffee - Yogyakarta, Indonesia

Feb 2024 - Mar 2024

Operations Manager

- Led a team of 12 employees with managed daily operations of the coffee shop, including opening and closing procedures, staff supervision, and ensuring adherence to operational standards.
- Ensured high levels of customer satisfaction by addressing complaints, managing service quality, and implementing customer service initiatives that achieved a 20% increase in customer satisfaction scores.
- Oversees financial aspects such as budgeting, cost control, and financial reporting to maintain profitability with reduced operational costs by 10% by optimizing inventory management and negotiating better supplier terms.

Lawana Coffee - Yogyakarta, Indonesia

Jan 2022 - Jan 2024

Barista

- Prepared and served coffee and other beverages according to customer preferences and standard recipes with maintained a 90% customer satisfaction rate by consistently delivering high-quality beverages and excellent service.
- Informed customers about promotions, new products, and seasonal offerings to contributed to a 20% increase in daily sales through effective upselling and promotion of new products.
- Engaged with customers to take orders, answer questions, and provide recommendations, ensuring a high level of customer service that helped increase repeat customer visits by 30% by building strong customer relationships and providing personalized service.

Organizational Experience

Generasi Indonesia Mengabdi - Lombok, Indonesia

Jul 2021 - Sep 2021

Treasurer

- Prepared and managed the budget for the community service program, including estimating costs, allocating funds and successfully managed a program budget of Rp. 110.000.000 ensuring expenditures stayed within the approved limits.
- Monitored cash flow to ensure adequate funds are available throughout the program with maintained healthy cash flow by effectively monitoring and managing expenses and income.
- Coordinated with vendors and service providers to ensure timely payments and adherence to agreements with completed all vendor payments without delay to ensuring smooth operation of the program.

Student English Activity UMY - Yogyakarta, Indonesia

Nov 2019 - Apr 2021

Speaking Ministry

- Hosted events that promote English speaking proficiency in public also aims to encourage English communication skills, such as active listening and interpersonal communication.
- Collaborated with other ministries in providing support or assistance related to speaking English in the campus environment.
- Successfully encouraged participants on and off campus to take part in events such as English speech and debate competitions, as proven by the number of participants reaching 100+ who have registered.

BEM FISIPOL UMY - Yogyakarta, Indonesia

Nov 2018 - Nov 2019

Networking and Cooperation Division

- Built and maintained relationships with internal and external stakeholders such as partners, collaborators, clients and other organizations with expanded the scope of collaborative projects by 25% through strategic networking and relationship-building efforts.
- Evaluated the progress and impact of collaborative projects in order to maximize partnership opportunities to support organizational with improved partner satisfaction by 20% through effective communication and successful negotiation of collaboration terms.
- Successfully built good collaboration and relationships with 20+ institutions and companies in Yogyakarta.

Skills

- **Soft Skills:** Team Management, Communication, Networking, Public Relations, Customer Service, Leadership, Public Speaking, Problem Solving, Strategic Planning, Attention to Detail, Negotiation, Event Coordinator.
- **Hard Skills:** Microsoft Office (Ms Word, Ms Excel, Ms Power Point) and Canva.