

Dorraria Salsabila Khoirunnisa

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EXECUTIVE SUMMARY

A motivated fifth-semester Digital Business student at Universitas Putra Bangsa, with practical experience in HR, project management, and marketing. Passionate about optimizing organizational efficiency, fostering collaboration, and driving impactful projects. Seeking opportunities to contribute to innovative organizations through strategic HR initiatives and data-driven marketing approaches.

EDUCATION

Bachelor degree in Business Digital, Universitas Putra Bangsa September 2022 - Present

- GPA: 3,40
- Relevant Courework: E-commerce, Digital Marketing, Accounting, Financial Technology

WORKING EXPERIENCES

Technichal Moderator, Eduwork December2023 – March 2024

- Curated relevant syllabi to ensure quality assurance for learning modules.
- Managed and scheduled recordings using ClickUp for streamlined workflows.
- Coordinated mentor sessions via Zoom while maintaining strict data confidentiality.

Partnership Officer, Eduwork July 2024 – October 2024

- Identified and engaged 10+ potential partners, including companies, agencies, and SMEs.
- Conducted initial client meetings to discuss collaborative opportunities.
- Managed and organized client communication to ensure efficient follow-ups.

Admin Online Marketplace , Sf Group July 2024 – October 2024

- Uploaded and maintained over 100+ product listings on Etsy, collaborating with graphic designers for visual alignment.
- Ensured accurate and appealing product descriptions to boost sales visibility.

Bussiness Development , Kelana Jiwa Agustus 2024 – Present

- Developed and drafted high-quality content for publications, collaborating with media partners to ensure alignment with brand messaging and audience engagement
- Coordinated and managed communication between the company and media partners to ensure consistent and effective messaging.
- Search potential media partner

Marketing Communication, Biopac Indonesia Agustus 2024 – November 2024

- Conducted LinkedIn prospecting to identify potential partnership opportunities.
- Developed targeted email marketing campaigns for specific clients.
- Crafted marketing communication strategies.
- Analyzed and tracked the performance of product marketing efforts with contacted clients.

ORGANIZATIONAL EXPERIENCES

Divisi Personalia, Ukm Litbang Putra Bangsa

Januari 2024 – Present

- Input member data for the Litbang student organization
- Actively participated in regular activities of the organization.

SKILLS

Language: Bahasa Indonesia (Native/Advance), English (Intermediate)

Software: Google Analytic, Microsoft Office (Word, Power Point, Excel), Google Docs, Spreadsheet, Google Slides

Others: B2B, B2C Marketing, Accounting, E-commerce, Account Management, Copy Writing, Project Management