



QORIA KEISYARANI ARIFIN

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PROFILE

I am a 5th-semester Management student at Singaperbangsa University of Karawang with a strong passion for marketing and human resources. My experience includes crafting marketing strategies, managing promotional content, and coordinating collaborative projects, which have strengthened my ability to deliver impactful results. I am highly motivated to learn and continuously develop my skills, particularly in marketing and HR, and I take pride in contributing meaningfully to every project I undertake. With strong communication, problem-solving, and adaptability.

EDUCATION

Singaperbangsa University of Karawang – Karawang, Indonesia <i>Management</i> GPA: 3.72/4.00	September, 2022 – Present
Babelan Public High School 2 – Bekasi, Indonesia <i>Social Sciences</i>	July, 2019 – June, 2022

ORGANIZATION EXPERIENCE

Treasurer, Legistative School / Student Legislative Council of FEB UNSIKA	November, 2023
<ul style="list-style-type: none"><i>Drafting the Budget Plan and reporting funds using Microsoft Excel for 6 divisions.</i><i>Coordinating with the treasurer of student legislative council FEB Unsika and managing the realization of budget funds totaling Rp. 11,000,000+.</i>	
Publication and Documentation Division, Legistative Visit / Student Legislative Council of FEB UNSIKA	September, 2023
<ul style="list-style-type: none"><i>Creating open registration, teaser, and banner designs using the Canva</i><i>Editing the after movie video using the Capcut and publishing it on the Instagram of the FEB UNSIKA Student Legislative Council</i>	
Coordinator of the consumption division, Budgeting Seminar / Student Legislative Council of FEB UNSIKA	May, 2023
<ul style="list-style-type: none"><i>Compiled and created a budget plan report for the consumption division using Microsoft Excel.</i><i>Realized a budget for the consumption division of Rp. 2,000,000+</i><i>Dividing job desks for members of the consumption division so that activities run efficiently</i>	

- Coordinating consumption to the presenters and invited guests around 20+ people.

First Aid Division (P3K), ORMAWA Management Orientation Period, and SERTIJAB / Student Legislative Council of FEB UNSIKA.

February,
2023

- Drafting and creating Budget Draft Reports for the First Aid Division (P3K) using Microsoft Excel with a total fund of Rp. 500,000+.
- Spending funds for First Aid Division (P3K) related event needs.

VOLUNTEER EXPERIENCE

EVENT DIVISION, FORMADI KIP MENGABDI / BIDIKMISI AND KIP-K STUDENT FORUM

August, 2023

- Drafting and creating Budget Draft Reports for the 7-day event using Microsoft Excel, which will spend approximately Rp. 1,000,000+.
- Compiling the event rundown covering 6 activities over the course of 7 days with time management.
- Acted as a timekeeper during the event to manage time effectively and efficiently.
- Creating a schedule for the 6 main activities involving 44 committee members.

INTERNSHIP EXPERIENCE

VIRTUAL INTERN - MARKETING & SALES DIVISION MUSLIM CREATIVE (REMOTE)

Oktober, 2024 –
Desember, 2024

- Approached organizations and partners for collaboration to promote creative workshops.
- Designed marketing strategies for digital campaigns.
- Supported sales activities, including negotiation and drafting cooperation agreements.
- Analyzed market feedback to refine campaign approaches.

PROJECT

Unsika Entrepreneur Expo Bazaar

This bazaar involves all university-level students who are UMKM practitioners. My team and I sold bookmark products made from beads as a new innovation. In this project, I played an active role in the production process, business proposal creation, and sales. We focused on analyzing market segmentation and customer preferences, which allowed us to effectively target our audience. As a result, we successfully sold over 100 products. This experience not only enhanced our entrepreneurial skills but also provided valuable insights into market dynamics and consumer behavior, contributing significantly to our practical business education.

SKILLS AND INTERESTS

- Interpersonal Skills: teamwork, communication, multitasking, problem solving, time management
- Software Skills: Microsoft Office, Canva, Capcut.
- Language Skills: Indonesian (Native), English (Intermediate).
- Interests: Human resources, marketing, administration.