

DESY DWI SYAHFITRI

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DESCRIPTION

Desy Dwi syahfitri is a Management Student with experience in partnership management, negotiation, and partner relationship development. Experienced in establishing strategic collaborations with more than 20 communities and 10 media partners to increase exposure and reach of the organization. Possesses strong communication skills, effective negotiation, and relationship building strategies that are mutually beneficial for the organization and partners.

EDUCATION

AIRLANGGA UNIVERSITY – Surabaya, Indonesia

August 2022 – Present

GPA: 3.68/4.0

Activity: Staff of Business Unit division of KOPMA FEB Airlangga University 2023, Vice Coordinator of Secretariat division of KOPMAWEEK 2023, Coordinator of Cooperative Training Consumption division 2023.

ORGANISATION EXPERIENCE

Koperasi Mahasiswa FEB Universitas Airlangga

Staff of the Business Unit

January 2023 – December 2023

- Responsible for managing and building the branding of KOPMEB products (food, beverage, FEB Universitas Airlangga merchandise, and office stationery products) through Instagram @kopmart_febunair, including designing the appearance of the feed, creating creative content, strategizing posts, and writing interesting captions to increase engagement and awareness
- Increase net profit to Rp 15,000,000 in one period as KOPMEB board member
- Collaborate with young entrepreneurs of FEB Universitas Airlangga by opening a consignment programme to increase market opportunities for their products
- Participate in bazaars and high school student visits by selling food, beverages, and FEB Universitas Airlangga merchandise to increase awareness and exposure of KOPMEB

Achievement: Achieved net profit target for one period of Rp 15,000,000; Successfully secured 10+ consignors from young FEB entrepreneurs

INTERNSHIP EXPERIENCE

WriteYuk!

Staff of the Partnership

January 2024 – December 2024

- Negotiate and prepare cooperation proposals with external parties to reach mutually beneficial agreements
- Finding and collaborating with external media partners to mutually support and expand the reach of the event or organisation
- Maintain effective communication with partners to ensure smooth collaboration and achieve common goals
- Work with partners to support relevant events or activities

Achievement: successfully collaborated with 20+ communities and 10+ media partners.

VOLUNTEER

Training Koperasi – KOPMA FEB Airlangga University

Coordinator of Consumtion Division

April 2023 – October 2023

- Provide consumption for speakers, moderator, participants, and event organisers Training Koperasi
- Set up, manage, dan distribute relationships with food service providers to ensure availability of booked consumption
- Manage food costs and keep receipts of food purchases sebagai laporan kepada divisi keuangan

Achievement: Fulfilment of food and beverage consumption for speakers, moderators, participants, and the Cooperative Training committee; Able to get a good food service provider and consumption costs do not exceed the predetermined budget

KOPMAWEEK– KOPMA FEB Airlangga University

Vice Coordinator of Secretariat Division

April 2023 – November 2023

- Provide registration links and record participants who take part in KOPMAWEEK including several sub-events, namely YCC, YCS, and KOPMEET.

- Recording the participants and committees who attended the three sub-events
- Perform administrative bureaucracy to obtain certificate numbers and distribute certificates to committees and participants who take part in the event from start to finish.

Achievement: The total number of participants who participated in KOPMAWEEK reached 250+ exceeding the specified target; The participants and the committee managed to follow the event until the end and each of them had received a certificate shortly after the event was completed.

Job Fair & Career Day – BEM FEB Airlangga University

Staff of the Public Relation

April 2023 – October 2023

- Finding, contacting, and working with several companies to fill the job fair and walk in interview events
- Maintaining relationships and being the intermediary between company representatives and the committee to fulfil any needs they need while at the booth in filling the Job Fair & Career Day
- Accompanying companies and guiding the distribution of important information to companies during the event

Achievement: Achieved the target of 16 companies participating in the job fair and walk in interview; Presented more than 50 participants consisting of students and alumni of FEB Airlangga University

Management Startup Challenge – HIMA MANAGEMENT Airlangga University

Staff of the Publication, Decoration, and Documentation

April 2023 – November 2023

- Responsible for digital publication strategy, visual decoration, and event documentation through Instagram account @mexpo.msc2023
- Designing digital promotional materials such as posters, booklets, twibbons, and promotional videos with predetermined tones to maintain colour consistency
- Increase the number of Instagram followers within the campaign period through interactive content
- Conduct live reporting and real-time documentation of events to increase exposure on social media.

Achievement: Produced 20+ photo and video content; Obtained 50+ likes on Instagram; Increased the number of Instagram followers of @mexpo.msc2023

TRAINING AND COURSE

BUSINESS DEVELOPMENT BOOTCAMP – Rocket Digital

July 2024

- I studied branding strategies, taglines, slogans, and brand positioning to build a strong business identity. In addition, I studied MVP, USP, and market research to understand the market. The program also equipped me with the basics of business finance, including expense, revenue, and profit management, to support a sustainable growth strategy.
- Final Project: I worked on a business development case study regarding MVP and USP strategy for Auto Sreng company's automatic fried rice machine. Then created tagline, slogan, and brand positioning for Wayang Perfume from startup Planet Perfume.

BUSINESS POTENTIAL WITH CHATGPT: AI DRIVEN INNOVATION – Talent Hub

October 2024

- This course discusses the use of AI in business development and digital strategy. The material I learned includes using AI to create a Business Model Canvas, analyzing competitors with SWOT analysis, and developing a digital marketing strategy using the SMART method. In addition, I also learned how to utilize AI in video design and creation to make work easier.
- Final project: My team developed a business idea in the form of SEPAKAT application, a platform that connects goods and services providers with consumers. We designed a logo, BMC, competitor analysis with SWOT analysis, marketing strategy based on SMART strategy, and created a video campaign using AI to increase branding and market awareness.

HONORS AND AWARDS

- 1st winner of Business Plan Competition held by HIMA Agribusiness, Trunojoyo University Madura in 2023
- 3rd place in Business Plan Competition held by Humanistic Festival, STIA LAN Bandung in 2023
- 1st winner of Business Proposal Competition held by Indraprasta PGRI University in 2024
- 1st winner of Business Model Canvas held by UIN K.H. Abdurrahman Wahid Pekalongan in 2024
- 2nd winner in Business Model Canvas Competition held by Yogyakarta State University in 2024

ADDITIONAL

Skill: Marketing, Negotiation, Communication, Collaboration

Software : QM for windows, Microsoft office (word, exel, powerpoint), Canva (graphic designed)

Language: Bahasa Indonesian (fluent), English (Intermediate).