

CICI AMELIA KADANG

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SUMMARY

A fresh graduate with a Bachelor's degree in Management, specialized in Marketing. Strong interest in marketing strategy, business analysis, and operations management. Skilled in communication, adaptability, able to work independently and in a team, and detail-oriented in task execution.

SKILLS AND COMPETENCES

- Microsoft Office
- Google Workspace
- Canva
- Digital Marketing
- Writing
- Market research and Audience Analysis

EDUCATION

Universitas Kristen Indonesia Toraja Sept. 2021 – Feb. 2025
Bachelor of Management (Specialized in Marketing)

- GPA: 3,91 of 4.00, Graduated with Honors (Cum laude)
- Thesis: "Pengaruh Penggunaan Chatbot AI dalam Customer Service Terhadap Kepuasan Pelanggan Berbelanja di E-Commerce Shopee"

EXPERIENCE

PT Agro Mulia Internasional – Yogyakarta, Indonesia • *Remote* March 2025 - present
Intern Content Planner

- Responsible for developing social media content strategies to enhance brand awareness.
- Creating content calendars and creative briefs for multiple digital platforms.
- Analyzing current industry and social media trends to align them with content strategies for aloe vera-based products.

Women Empowerment Indonesia – Yogyakarta, Indonesia • *Remote* July 2022 – November 2022
Volunteer Content Writer

- Wrote research-based articles on mental health and women's issues, contributing to a 25% increase in website traffic over five months.
- Created data-driven Instagram microblogs tailored to audience insights, resulting in a 40% increase in post engagement and a 15% growth in followers.
- Collaborated with a team to develop a webinar proposal based on audience needs analysis and authored the Terms of Reference (ToR), supporting the successful planning and execution of outreach programs.

Business Idea Competition – Economic Business Fair, UKI Toraja October 2023
Team coordinator

- Led a 5-member team in crafting a comprehensive business proposal and developing an educational toy product, guided by market research and feasibility analysis.
- Performed financial forecasting and business model validation to evaluate profitability and long-term sustainability.
- Achieved 4th place out of 60+ teams, showcasing strong analytical, strategic, and presentation skills.

COURSE & CERTIFICATION

Digital marketing Certification by BNSP March 2024

- Gained skills in market research, strategic planning, and data analysis to support business operations.

PORTFOLIO

- Link Portfolio: [Writing & Digital Marketing](#)