

MARIA REGINA

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PROFILE

I am an active 5th-semester student majoring in Business Administration. I have great interest and enthusiasm in learning various aspects of business, such as management, marketing, and operations. I have been an active member of the Department Student Association and contributed to entrepreneurship competitions. I also have a business that is still being developed.

EDUCATION

Padjadjaran University, Jatinangor

2022 - now

- Bachelor of Business Administration | GPA : 3,61 / 4,00
- Relevant Courses: Business Organization and Management, Business Marketing Management, Business Operations (Production) Management, Business Development, Business Communication, Business Operations Research.

PROJECT EXPERIENCE

Product Management MSIB Batch 7 – Ruangguru

Sept 2024 – Dec 2024

- Gained the skills to devise an effective Go-to-Market (GTM) strategy, including market analysis, customer segmentation, and product value proposition determination.
- Design marketing campaigns, develop promotional materials, and identify the most appropriate distribution channels to reach the target audience.
- Conduct a customer needs analysis to ensure that the products developed are in line with market expectations and needs.

Entrepreneurship Project

Feb 2023 – June 2024

- Developed an effective marketing strategy to market @lloukunuts.id products, including market segmentation, product positioning, and target audience determination.
- Develop a strong branding strategy, including brand identity, positioning, and key messages to be delivered to consumers.
- Design and execute effective promotional campaigns through various channels, such as social media, advertising, events, or partnerships.

Tanpa Sisa Project

Oct 2023 – Jan 2024

- Develop a concept and format for the “No Leftovers” campaign that is engaging, creative, and in line with the main objective of motivating the student community not to waste food.
- Designing challenges that are relevant and easy to follow by the target audience, such as challenges to finish leftovers, cook with leftover ingredients, or share tips to reduce food waste.
- Design a social media campaign, including promotional content, a posting schedule, and an engagement strategy with the audience.

ORGANIZATION EXPERIENCE

Business Administration Student Association (HIMABIS)

Mar 2023 – Jan 2024

- Responsible for designing, developing, and managing human resources (HR) training and development programs.
- Assign students to training or development programs that suit their talents, interests, and potential.
- Conduct assessments or evaluations of students' skills and competencies across departments or divisions in the organization.

Padjadjaran Career Week

Sept 2022 – Dec 2022

- Arrange and prepare all matters related to the event's organization from an internal perspective.
- Managed the participant registration process, verify participant data, send confirmation of participation, and provide information related to the event such as rundown, rules, and regulations.
- Establish communication and coordination with other divisions or teams involved in organizing the event, such as the event division, consumption division, security division, technical division, and others.

Skills & Interest

- Soft Skills : Communication, Discipline, Time Management, Thorough and Detailed, Teamwork Ability.
- Hard Skills : Microsoft Office (Ms. Word, Ms. Power Point, and basic Ms. Excel), Video Editing (Capcut & Canva, TikTok).
- Languages : Bahasa Indonesia (Native) & English (Basic).
- Interests : Digital Marketing | Product Management | Administrative | Business Development.