

# SILVIA CHRISTIANI KHO

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Marketing and communication enthusiast with hands-on experience in customer engagement, social media management, and direct marketing. Successfully handled official WhatsApp inquiries, assisting prospective customers through calls, chats, and personal selling. Managed TikTok, Instagram, Facebook, LinkedIn, and X, ensuring consistent content and audience interaction. Proven ability to drive brand awareness and lead conversion.

## EXPERIENCE

**Marketing Communications – One Third Consulting and Abroad** **Jan 2025 – Present**

Actively contributed to the execution of 2 events and successfully secured 3 partnerships, with ongoing efforts to expand brand visibility and strategic collaborations.

**Social Media Admin – Kursus Revit Indonesia** **Jan 2025 – Present**

Managed and grew the brand's presence across TikTok, Instagram, Facebook, WhatsApp, X, and LinkedIn by uploading scheduled content daily and engaging proactively with audiences to boost brand visibility and interaction.

**Marketing Assistant – Trisakti School of Management** **May 2023 – Present**

- Frontliner & WhatsApp Admin

Proactively promoted TSM's unique advantages while delivering exceptional customer service in-person, over the phone, and via WhatsApp. Handled inquiries, resolved issues, and engaged prospective students through persuasive communication and personalized support. Managed both physical and digital administrative correspondence, coordinated with various departments, and served as the contact person for TSM's full scholarship program to ensure smooth registration and support.

- Presentations & Edufair Representative

Promoted TSM's unique advantages to over 50 schools, delivering engaging presentations and participating in education fairs to attract prospective students. Contacted over 40 schools via WhatsApp and phone to secure presentation schedules, strengthening relationships with school representatives and expanding TSM's outreach efforts.

- Competition Committee Member

Proposed and negotiated competition participation with over 50 schools, adeptly persuading many to join TSM's annual events while strengthening institutional partnerships.

- Master of Ceremonies (MC)

Hosted key TSM events, including scholarship award ceremonies attended by the Vice Chairman of TSM, school representative meetings with TSM executives, school visits to TSM, and the winner announcement for TSM's annual competition.

- Member of Scheduling Team

Coordinated with assistants and drivers to ensure smooth and efficient school visit, optimizing scheduling for marketing activities.

**Assistant Lecturer – Trisakti School of Management** **Sep 2024 – Jan 2025**

Facilitated engaging learning experiences for students by creating a dynamic and interactive environment, simplifying complex concepts, and tailoring communication strategies to diverse students. Developed strong presentation, persuasion, and relationship-building skills while fostering student engagement and effective knowledge transfer.

**Tracer Study Assistant (Probation) – Trisakti School of Management** Nov 2023 – Des 2023

Reviewed and analyzed respondent data with accuracy, transforming insights into structured reports. Developed skills in data interpretation, attention to detail, and reporting.

**MC & Booth Representative – Sunarisa Speaking School** Nov 2022 – Sep 2023

Attracted visitors to explore education partner booths from Indonesia, Singapore, and other countries through engaging presentations as an MC. Conducted direct marketing and personal selling at the booth, actively approaching attendees, distributing brochures, and persuading potential customers to enroll in courses. Collected and managed leads through Google Forms for follow-up and analysis, enhancing audience engagement and conversion strategies.

**ORGANIZATION****Head of Competition Training Division** Jan 2024 – Dec 2024

TDC [TSM Debating Club]

Scheduled and coordinated 28 training sessions for competition preparation by collaborating with coaches and competition teams to optimize strategy and performance. Also served as the MC for Community Days.

**External Public Relations** Feb 2023 – Jul 2023

Teater Bintang [Student Activity Unit]

Successfully negotiated and secured 10 media partners to promote the theatrical performance of Teater Kecoa, increasing event visibility and audience reach.

**EDUCATION****Trisakti School of Management** 2022 - Present

Management [Marketing]

GPA : 3.9593/4 || Full Scholarship Awardee

Relevant courses : Consumer Behaviour, Digital Marketing, Global Marketing, Marketing Communication, Marketing Management, Marketing Research, Principles of Marketing, Services Marketing, Strategic Marketing

**Bina Kasih Senior High School** Jun 2019 – Jun 2022

GPA : 92.07/100

Ranked 1<sup>st</sup> Parallel for three consecutive years, awarded Best Speaker in LDBI (Lomba Debat Bahasa Indonesia) Provincial Level for two consecutive years, 1<sup>st</sup> Place in Speech Competition at the Bulan Bahasa event in high school, 2<sup>nd</sup> Place & 2<sup>nd</sup> Best Speaker in the high school debate competition.

**SKILLS AND ABILITIES**

- Public Speaking & Brand Representation
- Personal Selling & Direct Marketing
- Social Media Marketing
- Negotiation & Partnership
- Lead Generation & Customer Acquisition
- Teamwork, Collaboration, & Time Management
- Critical Thinking & Problem-Solving
- Microsoft Office (Word, Excel, Power Point)