

Nova Ade Sonata

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Multifaceted professional in event planning, sponsorship, and organizational development with strong analytical and communication skills.

EDUCATION

Universitas Negeri Malang
Bachelor of Mathematics (GPA 3.85/4.00)

- Completed an Entrepreneurship course focused on creating and promoting handmade products through event planning, marketing strategies, and consumer engagement.

Graduation Date: May 2024

EXPERIENCE

Artlympic Anniversary Concert
Sponsorship and Partnership Coordinator

- Successfully secured over 4 million IDR in funding through a comprehensive strategy that combined corporate sponsorships, stand/tenant arrangements, and ticket sales.
- Established partnership with 4 prominent brands, such as Belikopi, FMS Production, Ardi Jaya Digital Printing, and HT Malang 87, ensuring mutual benefits and enhancing the event's market presence.
- Attracted and engaged over 300 participants by designing and executing targeted promotional strategies across various platforms, including social media and direct outreach.

Oct–Nov 2022

Mathematics, Technology, and Creation Workshop
Event Planning Coordinator

- Conceptualized and executed a STEM-focused workshop, integrating science, technology, engineering, and mathematics with hands-on activities, significantly enhancing the creativity and engagement of 250+ participants.
- Managed event logistics, including scheduling, venue setup, and speaker coordination, ensuring smooth execution from planning to completion, meeting all deadlines and quality expectations.
- Collaborated with cross-functional teams, including marketing and operations, to align the event's objectives with participant needs, achieving a 95% satisfaction rate as reflected in post-event feedback surveys.

Sep–Oct 2022

Fun Mathematics Competition
Documentation and Publication Coordinator

- Designed and produced visually engaging registration pamphlets and promotional materials, using creative design principles and audience-centric strategies, which successfully attracted over 300 participants to the event.
- Ensured consistent branding and professional presentation across all promotional assets, contributing to increased visibility and participant engagement.
- Documented key moments throughout the event using photography and videography, creating a comprehensive archive that was used for post-event reports, social media promotion, and future event proposals.

Apr–Aug 2022

ORGANIZATION EXPERIENCE

HIMATIKA Vektor Universitas Negeri Malang
Multimedia Coordinator

- Managed the organization's internal and external communications by maintaining accurate information dissemination through social media and digital platforms, aligning with event and organizational goals.

Mar–Dec 2022

SKILLS

- Soft skills: Event planning, team coordination, strategic planning, adaptability, effective communication, time management, attention to detail, problem-solving, collaboration, and multitasking.
- Technical Skills: Microsoft Office Suite (Excel, Word, PowerPoint), Google Workspace, Canva, CapCut, and event management platforms (Zoom, Google Meet)
- Language: English (Advanced proficiency/TOEFL Score: 527), Bahasa Indonesia (Native)