

SRI LESTARI

Digital Marketing Enthusiast

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SUMMARY

A professional with more than 4 years of experience in marketing and sales has expertise in building relationships with customers, achieving sales targets and understanding consumer behavior. I am an alumni of S1 marketing management and alumni of digital marketing courses, interested in changing careers in digital marketing.

WORK EXPERIENCE

PT FIT HUB - Jakarta, Indonesia

Sales Officer Gym (March 2023 – November 2023)

- Promote/add new members and manage relationships with members
- Achieve team targets
- Become an extension of the club to serve member problem solving

PT AMAAN INDONESIA - Bekasi, Indonesia

Sales Community Service Officer (November 2020 - November 2022)

- Marketing financial products, analyzing data for further marketing strategy purposes
- managing CRM systems

PT BTPN SYARIAH TBK - Karawang, Indonesia

Sales Community Service Officer (Mei 2013 - September 2018)

- marketing financial products
- analyzing data for further marketing strategy purposes
- managing CRM systems

EDUCATION

UNIVERSITAS PELITA BANGSA (2015 - 2019)

Bachelor of Management - GPA 3.5

CERTIFICATIONS

- Intensive Bootcamp Digital Marketing at Myskill
- Webinar Creative Marketing Campaign at Myskill
- Mini course Intro to Digital Marketing at Revou
- Final Project Practical at Myskill
- Project Based Intership (Creative Departement) at Govokasi

PROJECT

- **FINAL PROJECT PRACTICAL AT MYSKILL (November 2024)**

Developing interior design UMKM on the Meta Ads platform

- **PROJECT BASED INTERNS AT GOVOKASI (Desember 2024)**

Optimizing instagram sosial media features for post content with organic channel and paid ads

HARD SKILL

- Content Writer
- Social media spesialist
- Word, Excel

SOFT SKILLS

- Teamwork & Discipline
- Communication
- Strategic thinking