

# 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 Bachelor of Management (Specialized in Marketing)	Sept. 2021 – Feb. 2025
<ul style="list-style-type: none"><li>• GPA: 3,91 of 4.00, Graduated with Honors (Cum laude)</li><li>• Thesis: "Pengaruh Penggunaan Chatbot AI dalam Customer Service Terhadap Kepuasan Pelanggan Berbelanja di E-Commerce Shopee"</li></ul>	

## EXPERIENCE

PT Agro Mulia Internasional – Yogyakarta, Indonesia • Remote Intern Content Planner	March 2025 - present
<ul style="list-style-type: none"><li>• Responsible for developing social media content strategies to enhance brand awareness.</li><li>• Creating content calendars and creative briefs for multiple digital platforms.</li><li>• Analyzing current industry and social media trends to align them with content strategies for aloe vera-based products.</li></ul>	
Women Empowerment Indonesia – Yogyakarta, Indonesia • Remote Volunteer Content Writer	July 2022 – November 2022
<ul style="list-style-type: none"><li>• Wrote research-based articles on mental health and women's issues, contributing to a 25% increase in website traffic over five months.</li><li>• Created data-driven Instagram microblogs tailored to audience insights, resulting in a 40% increase in post engagement and a 15% growth in followers.</li><li>• 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.</li></ul>	
Business Idea Competition – Economic Business Fair, UKI Toraja Team coordinator	October 2023
<ul style="list-style-type: none"><li>• Led a 5-member team in crafting a comprehensive business proposal and developing an educational toy product, guided by market research and feasibility analysis.</li><li>• Performed financial forecasting and business model validation to evaluate profitability and long-term sustainability.</li><li>• Achieved 4th place out of 60+ teams, showcasing strong analytical, strategic, and presentation skills.</li></ul>	

## COURSE & CERTIFICATION

Digital marketing Certification by BNSP	March 2024
<ul style="list-style-type: none"><li>• Gained skills in market research, strategic planning, and data analysis to support business operations.</li></ul>	

## PORTFOLIO

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