

AYU PRATIWI OKTAVIA NINGRUM

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Bandung, Jawa Barat, Indonesia

Third-year student of the 6th semester Bachelor of Business Administration program at Telkom University. Has the ability in market analysis, time management, problem solving and adaptable to learn new programs. Currently has a desire to develop skills in Research, Business Development and Digital Marketing. Open to new opportunities and collaborations.

Education Level

Telkom University - Indonesia

Sep 2022 -

Business Administration, 3.86/4.00

- Participants at the Business Idea Competition On Entre Week 2023
- Participants of Business Idea And Pitching Telkom University 2023

Work Experiences & Certification

Bank BTPN - Indonesia

Nov 2020 - Dec 2020

Part Time/Funding Officer DAYA.ID

DAYA.ID is a program from btpn syariah that aims to provide online consultation, business opportunities, trusted content on financial management, and business development.

- Register 100+ customers within one month deadline

Tempat Belajar - Indonesia

Jan 2024

Social Media Management Course

- Introduction to Social Media Management
- Career for Social Media Specialist

RevoU - Indonesia

May 2024

Course Digital Marketing

- Take online classes for 2 weeks
- Learn about the digital marketing landscape, charm/target audience, market niche, meta ADS, content strategy

Bakti Milenial - Tangerang, Indonesia

Oct 2024 - Dec 2025

Business Development Intern

Bakti Millenial is a non-profit organization

- Collected data from 15+ industry sources to create a market analysis report, which was used in the preparation of product development strategies.
- Identified 5-10 key competitors and recommended strategies to improve the company's competitiveness.
- Assisted in developing a market expansion strategy that is expected to increase revenue by 25% in the next 6 months.

Organisational Experience

PKKMB TELKOM UNIVERSITY 2023 - Indonesia

May 2023 - Sep 2023

Logistic

PKKMB 2023 is an introduction to campus life for new students organized by the University with a total of 8000+ new students.

- Prepare the needs of the 200+ committee and 8000+ new students
- Controlling room borrowing
- Distribute consumption to the 200+ committee and 8000+ new students

Adbis Got Talent - Indonesia

May 2023 - Dec 2023

Finance

Adbis Got Talent is a Work Program organized by the Telkom University Business Administration Student Association in the Field of Talent Search.

- Manage and save the money of 25+ committee members directly in the form of currency/current accounts.
- Regulate the expenditure of money that must be spent for several purposes

Business Championship 2023 - Indonesia

Jun 2023 - Nov 2023

Publication Documentation

Business Championship is a Work Program organized by the Business Administration Student Association at Telkom University in the field of sports and esports.

- Editing & Documenting every activity

- Directing and producing creative daily instastory/weeks
- Managing and working with other organizations for media partnerships
- Managing Social Media Accounts
- ID Card, Strap, and Certificate Design for 50+ committee members

Rubi Community Batch 6 - Indonesia

Aug 2023 - Nov 2023

Member

Rubi Community is a community organized by Avoskin and aims to be a place for self-development.

- Create social media content with the rules provided
- Participate in several courses

Google Developer Group on Campus - Indonesia

Dec 2024 - Present

Members

Google Developer Group on Campus is community groups for students interested in Google developer technologies

- Study Group Mobile Development

Skills

- **Hard Skills:** Copywriting, Content Writing, Microsoft Word, Microsoft PowerPoint, Microsoft Excel, Canva
- **Soft Skills:** Collaboration, Leadership, Time Management, Public Speaking