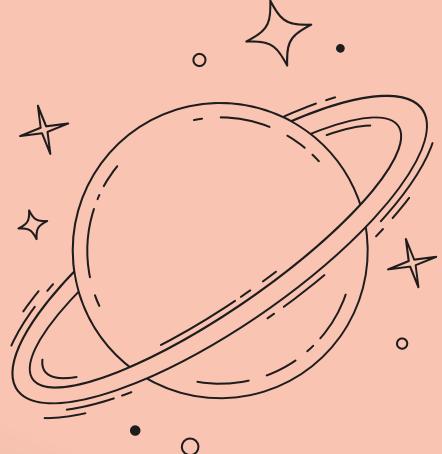




PORTOFOLIO

BY GANDES APRILIAWATI





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 gandesapriliawati_

ABOUT ME

Introduction About Me

Hi!, I AM **GANDES APRILIAWATI**, A FRESH GRADUATE IN MANAGEMENT FROM PERSADA INDONESIA Y.A.I UNIVERSITY WITH A STRONG INTEREST IN MARKETING AND CONTENT. I HAVE HANDS-ON EXPERIENCE IN PUBLIC RELATIONS THROUGH STUDENT ORGANIZATIONS, SERVED AS AN MC FOR FACULTY EVENTS, AND COMPLETED A PROJECT-BASED INTERNSHIP AT PT MARTINA BERTO TBK, WHERE I WAS INVOLVED IN PRACTICAL MARKETING ACTIVITIES.

THROUGH THIS PORTFOLIO, YOU WILL SEE MY EXPERIENCE CONTRIBUTED TO SEVERAL ORGANIZATIONS, AND OTHER EXPERIENCES ABOUT ME.



EDUCATION



University : University Persada Indonesia Y.A.I
Faculty : Economics and Business
Study Program : Management S1
Last GPA : 3.69





EXPERIENCE



★ INTERNSHIP EXPERIENCE

**PT. MARTINA BERTO TBK
KOTA JAKARTA TIMUR**

- Division of Sales and Marketing
- Team of Marketing

★ ORGANIZATION EXPERIENCE

**DIVISION OF PROGRAM SENATE STUDENT
FEB UPI Y.A.I**

Volunteer

**DIVISION OF PUBLIC RELATIONS AND
DIPLOMACY INTERNAL SENATE STUDENT
FEB UPI Y.A.I**

Staff & Graphic Designer



EXPERIENCE



Freelance Marketing & Brand Promotion Summary

- Executed offline brand activation to increase brand awareness in family, food, and lifestyle segments.
- Communicated product value propositions clearly to drive customer interest and engagement.
- Implemented direct selling and upselling strategies to support on-site sales growth.
- Converted event visitors into buyers through persuasive and targeted product communication.
- Strengthened brand image and customer experience through product storytelling and visual merchandising.



PROJECT

Team of Marketing

Market Research: Consumer Perceptions and Purchase Interests towards the Rudy Hadisuwarno and Biokos Brands (Field and On Desk Research)

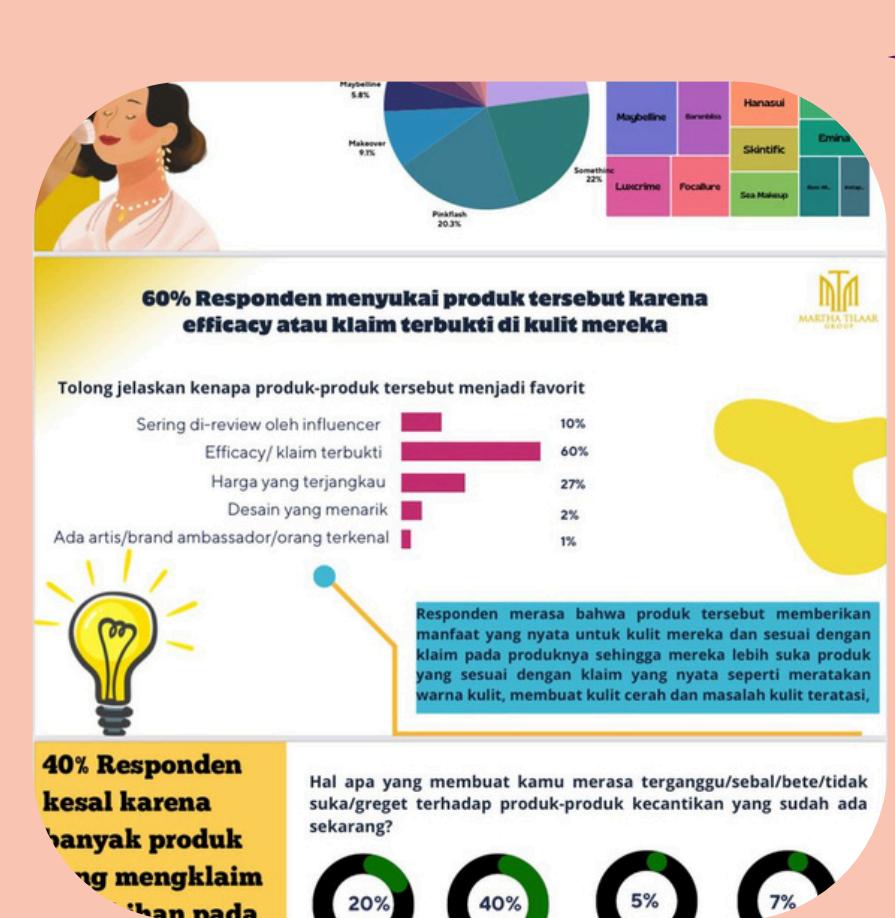
Period: Feb - Jun 2024

Objective:

Knowing the perceptions of Generation M and Z consumers towards the Rudy Hadisuwarno Cosmetics and Biokos brands as well as the attributes that are important in increasing consumer purchase intention.

Results & Contribution:

- Identifying preferences and main factors that influence consumer buying interest in both brands.
- Compile data-based research reports used for marketing strategies.



PROJECT

Staff & Graphic Designer

Management of Business Webinar Events on Campus

Period: July 2022

Description:

Become a webinar event coordinator featuring speakers from the business and finance industry.

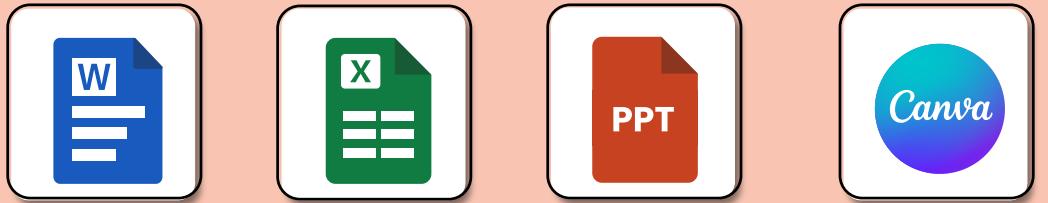
Results & Contributions:

- Managed more than 50 participants with 80% positive feedback.
- Become the Master of Ceremony in a webinar event
- Design Instagram Stories and event proposal covers



SKILLS

SOFTWARE SKILLS



PERSONAL SKILLS

- **LANGUAGE**
Indonesia
English
- **Creative, Communication, Management Time**
Fast Adapt, Work Team, Self- Motivation,
Interpersonal Skills.





CONTACT ME

LET'S WORK TOGETHER



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