



# PORTOFOLIO

BY GANDES APRILIAWATI





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# 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)

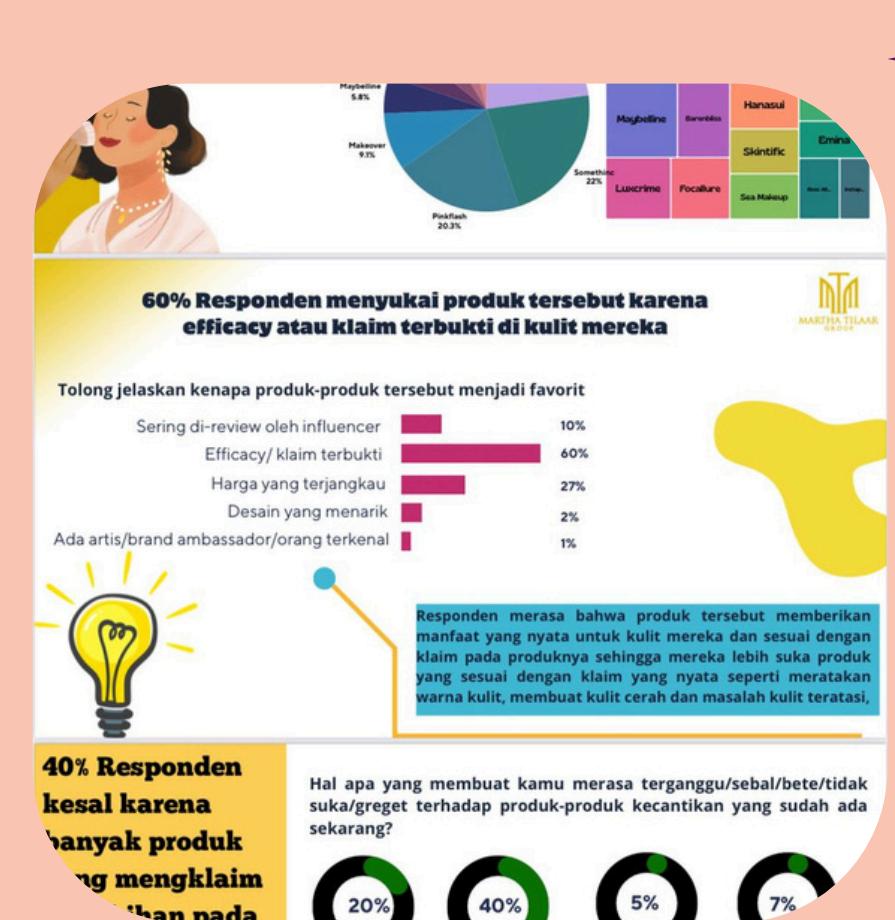
Period: Feb - Jun 2024

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

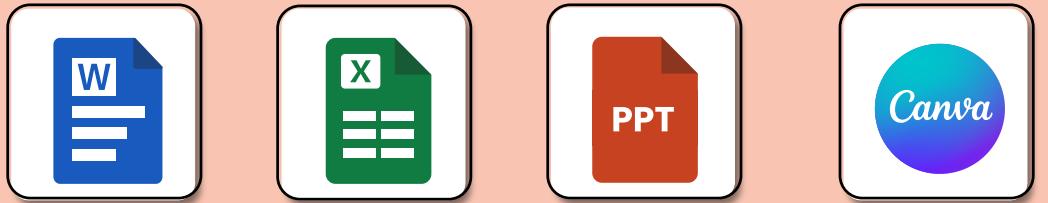


# SKILLS

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## SOFTWARE SKILLS

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## PERSONAL SKILLS

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





# CONTACT ME

LET'S WORK TOGETHER



## LINKEDIN

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