
NEYSA NURLATIFAH KUSUMA PUTRI

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Banjar Wijaya Blok B22A No. 20 Tangerang



EDUCATION

2012 - Present

PRASETIYA MULYA UNIVERSITY

Major in Marketing, GPA: 3.33

2011 - 2012

MURRAY COUNTY CENTRAL MINNESOTA USA

Academic Excellence Award and Senior Award in recognition of Outstanding Contribution to MCC Speech and Cheerleading

2009 - 2011

SMA 81 JAKARTA

JOB EXPERIENCE

2016

PT TRANS RETAIL INDONESIA

ASSET AND DEVELOPMENT DIVISION

Conduct a market research and create a marketing plan based on data collected from the research

2014 – 2015

SYNERGY PROPERTY

PROPERTY MARKETING CONSULTANT

Learned to pick the right property that meets target market's needs and received a chance to sell Paramount Serpong properties

2014

PT DERESA

SALES DIVISION

Created an effective sales plan to improve company's sales performance

2013

BAKRIE & BROTHERS

EMERGENETICS INTERNATIONAL-INDONESIA & FINANCE DEPARTMENT

Responsible with the cash flow and bank payment slip as well as helping the employees in both division when needed

ACHIEVEMENT

2016

1st PLACE, STRATEGIC MARKETING CASE
PT SMILEY EGGY

2015

2nd PLACE, LUXURIOUS PRODUCT BRANDING FOR RCZ
PEUGEOT INDONESIA

2014

1st PLACE, BRANDING CASE
PT KAYABA

2014

6TH PLACE, MARKETING CASE
PT WELCOMM INDO PRATAMA

2013

3RD PLACE, MUSEUM IN INDONESIA MARKETING CASE
PRASETIYA MULYA BUSINESS SCHOOL

2012

RECEIVED A CONGRATULATION LETTER FROM UNITED STATE OF AMERICA SENATOR
DOUG MAGNUS

2012

4th PLACE, MINNESOTA SUB-SECTION SPEECH TOURNAMENT
MINNESOTA HIGH SCHOOL LEAGUE

2012

SECTION SPEECH PARTICIPANT
MINNESOTA HIGH SCHOOL LEAGUE

2012

5th PLACE DRAGON INVITATION SPEECH TOURNAMENT
ADRIAN HIGH SCHOOL

2012

DIGITAL PHOTOGRAPHY HONORABLE MENTION
SOUTHWEST MINNESOTA TECHNICAL SKILL

2011-2012

HONOR ROLL FOR EVERY QUARTER
MURRAY COUNTY CENTRAL HIGH SCHOOL USA

2014-2015

PRASETIYA MULYA PROPERTY CLUB
ACTIVE MEMBER

ORGANIZATIONAL EXPERIENCE

2014-2015	PRASETIYA MULYA PROPERTY CLUB <i>ACTIVE MEMBER</i> ATTENDED MEETINGS AND GUEST LECTURES
2014	SEMINAR NATIONAL MARKETING <i>INVITATION DIVISION</i> RESPONSIBLE TO CREATE A LIST OF GUEST TO BE INVITED
2013	MARKETING ATTACK DAY <i>PUBLICATION DIVISION</i> RESPONSIBLE TO USE ALL FORMS OF MEDIA TO CREATE AWARENESS OF THE EVENT
2012	NACEL OPEN DOOR <i>RETURNEE</i> HELPED TO PREPARE THE NEW EXCHANGE STUDENTS FOR STUDY ABROAD