

## **Curriculum Vitae**



**Sarah Diandra**

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I am very excited to develop experiences in working environment where I could enrich my skills and knowledge. I am looking for a great opportunity to be involved in many different projects. I am also interested in building a professional network and to work in a team.

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### **GENERAL**

Place, date of birth	Bandar Lampung, June 1 <sup>st</sup> ,1993
Nationality	Indonesia
Language	Bahasa Indonesia, English
Interests	Social Media, Fashion, Photography, Arts, Movies

### **EDUCATIONAL BACKGROUND**

2011 – 2015	CURTIN UNIVERSITY Bachelor of Commerce – Marketing
2011 – 2015	BINUS INTERNATIONAL University Marketing
July 2008 – June 2011	SMAN 34 JAKARTA

## **ACADEMIC ORGANIZATION AND ACTIVITY**

2013	Treasurer for BMS (Binusian Moslem Society) Blood Donation
2013	Fund Raising Coordinator for BMS Charity and Breakfasting Ramadhan
2013	Member of Cosplay Division in BIJAC NO TANJOI WAI 6
2012	Medic Division in BMS; Back To Nature
2012	Tutor Volunteer for Nationwide Social Event "One Step Ahead for Indonesia"
2012	Member of Photo Competition Division in CINERAPHTION
2012	Member of Documentation Division in BITMAP (BINUS International Computer Championship)
2012	Food and Beverage Division of BMS Charity
2011	Public Relation of BMS (Binusian Moslem Society)
2011	Member of CIA (Camera in Action)
2011	Member of BIMARC (Binus International Marketing Community)
2011	The Publication and Documentation of BIMUS (Binus International Music Society) Night
2010	Medical Division in HSC (High school Celebration)
2009	Treasurer of 34 High School Red Cross (PMR)

## **SELF DEVELOPMENT: COURSES, SEMINAR, and TRAINING**

2013	IELTS Test; score: 6.5
2013	Photography Workshop: Low Key
2012	BIMARC 4 Youth Webinar
2011	Short Movie Workshop in BINUS International
2011	Digital Photography Workshop

## **JOB EXPERIENCE**

**Jun- Dec, 2015**

### **Internship – Fashion Footwear Division at PT. Mitra Adiperkasa**

Opportunity to learn in the areas of Merchandising, Operation, Marketing, and HRD.

Merchandising area, exposures to procedures in ordering goods to the principal, execution of in-store merchandising such as stock allocation and stock positioning.

Operation area, Involvement in managing store' staff coordination, inventory and visual merchandising.

Marketing, exposure on development of content plans for social media, to post, and respond to customer's comments.

HRD, exposure to recruitment process and staff's scheduling.

**July, 2014**

### **Marketing Communication Internship at PT. Nestle Indonesia**

#### Daily Responsibilities:

- Monitor company's digital assets performance
- Review customers calls that were missed responded

#### Internship Projects:

Project 1: Do competitors analysis of Sahabat Nestle social Assets

Project 2: Monitor company's YouTube assets compliances

Project 3: Monitor Facebook assets posts and evaluate whether it was using adaptive approach in which relevant to current customers needs and preference

**April, 2014**

### **Event Assistant for Style and The City Exhibition**