

**Putri Nandi Pinta Agusria**

Komplek Puri Bintaro Hijau Blok c9 nomor 6 RT 06/12, Pondok Aren, Bintaro, Tangerang Selatan, Banten, Indonesia

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**Education****Bina Nusantara University, Indonesia**

- Major: Business Management, Minor: Business Organization
- Candidate for S.E. degree, February 2015
- GPA 3.37/4.0
- Concentration : Human Resources; Corporate Organization; Strategic; Statistic.
- Relevant Courses : Strategic Management, Employee Behavior, Analyst Marketing, E-Business, Online Marketing Strategy

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**Work Experience****Valuklik****Account Analyst (February 2015-Present)**

- Provide dedicated account management to strategic digital ads
- Work cross-functionally with sales teams and other operational teams
- Working with Sales to assist advertisers and agencies with marketing strategies and implementation of new tools and products
- Provide client insights into campaign performance and supply recommendations to improve them
- Close monitoring of assigned campaigns and taking actions as required.

**PT 701 Search Pte, Ltd (Berniaga.com)****Marketing Analyst (October 2014-February 2015)**

- Assisting marketing team and general management in building and generating customer segmentation
- Provide weekly & monthly user database based on the category, internal data
- Mapping segmentation and customer behavior based on facebook user in Berniaga.com
- Analyze and divide active and inactive user in berniaga.com

**701 Search Pte, Ltd (Berniaga.com)****Human Capital Development Intern (July 2014-October 2014)**

- assisting recruitment
- personnel administration
- employer branding

## Leadership Roles

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### **Bina Nusantara University, Jakarta, Indonesia**

#### **Bvoice Radio**

Senior Marketing

- Organized and dealing with people who want to work together with Bvoice Radio
- Provide monthly program for Bvoice Radio
- Organized sponsorship and media partner for Bvoice Radio
- Interview Candidates of Bvoice Radio crew

### **SMAN 47 High School Alumni, Jakarta, Indonesia**

Vice President of Dazzle Cheerleading Club

- Winning more than 10 cheerleading competition including National Cheerleading competition (2010, 3<sup>rd</sup> place) and Jakarta Cheerleading Competition (2010, 1<sup>st</sup> place)
- Re-organized cheerleader club structural organization, for the first time has a systematic plan for a year (2009-2010)

## Honors and Awards

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### **National Junior High School Science Competition, Jakarta, Indonesia**

- 3<sup>rd</sup> Winner of National Junior High School Competition, Jakarta, Indonesia

made an innovation in planted japanese chilli using bamboo

## Skills and Other Information

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- Fluent in English both professional and daily conversation
- TOEFL: 527
- Microsoft Office
  - Microsoft Excel : Excellent
  - Microsoft Words : Good
  - Microsoft Power Point : Good
- Knowledge of Google Analytic
- Knowledge of SPSS
- Knowledge of Online Database

## Reference

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**Reynazran Royono**, General Manager at PT 701 Search Pte, Ltd (Berniaga.com)

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**Widya Imanesti**, HRD Manager at PT 701 Search Pte, Ltd (Berniaga.com)

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