



# PINGKAN DARISWAN

## CURRICULUM VITAE

Recent Master graduate seeking a career in marketing field. Strong commercial awareness, problem solving, and analytical skills developed through previous organisational experiences.

PERSONAL DATA	EDUCATION	SKILLS
<p><b>DOB</b> 5 April 1993</p> <p><b>Nationality</b> Indonesian</p> <p><b>Marital Status</b> Single</p> <p><b>Mobile Phone</b> +6281280001080</p> <p><b>Email</b> ppdariswan@gmail.com</p> <p><b>Address</b> Jl. Neptunus VI No.41 Kompleks Villa Cinere Mas Tangerang Selatan, 15409</p>	<p><b>2015 - 2016</b> University of Westminster Marketing Communication MA Awarded Merit (63.2%)</p> <p><b>2011 - 2014</b> Institut Teknologi Bandung (ITB) Management B.Mgt GPA of 3.42</p> <p><b>2008 - 2011</b> SMA N 34 Jakarta Social Major</p>	<div><div>Language</div><div>IndonesianNative proficiency</div><div>EnglishProfesional proficiency (IELTS: 7.0)</div></div> <div><div>Technical</div><div>MS Excel</div><div>MS Word</div><div>MS Power Point</div><div>Adobe Photoshop</div><div>Keynote</div><div>Imovie</div></div>

## ORGANIZATIONAL EXPERIENCES

FEBRUARY - MAY 2016	<p><b>Indotaste Culture Festival   Indonesian Diaspora - UK</b></p> <p><b>Creative Director</b></p> <ul style="list-style-type: none"><li>• Worked collaboratively with a team to make the concept of the festival</li><li>• Responsible for completion of all marketing kit including, printed media, social media content, and venue decoration</li><li>• Leadership of three team members to ensure realisation of festival’s concept, and production of marketing kits within deadlines</li></ul>
JANUARY - MARCH 2015	<p><b>Indogest Sport Tournament   PPI London</b></p> <p><b>PIC Footbal Tournament</b></p> <ul style="list-style-type: none"><li>• Managed the tournament which coordinates volunteers, referees, and medics, as part of the team</li><li>• Served as contact person of the tournament and resolved queries from the football teams from different cities across the UK</li><li>• Controlled the tournament on D-day to ensure it went smoothly and in accordance with rundown</li></ul>
JULY 2013 - MAY 2014	<p><b>External Affair   KM SBM ITB</b></p> <p><b>Relationship Manager</b></p> <ul style="list-style-type: none"><li>• Maintaining relationship with members of Indonesia business student association (IBSA)</li><li>• Conducted roadshow to several universities in Jakarta and Bandung to meet its student association and exchange information about work programmes</li><li>• Coordinated with faculty marketing department to promote SBM ITB in university fairs and school visits</li><li>• Updated organizations’ database regularly, ensured that every contacts get newsletter, invitation, and greeting cards for their special occasions.</li></ul>



ORGANIZATIONAL EXPERIENCES *(Cont'd)*

JUNE - NOVEMBER 2013	<div><b>Fun Run ITB   SBM ITB</b></div> <div>Chief Sponsorship</div> <ul style="list-style-type: none"><li>Planned resources of fund and set monthly targets</li><li>Leadership of five team with responsibility for role allocation, coordinating the work, and motivating team members to meet monthly targets</li><li>Drafted partnership proposal and delivered presentation to companies and potential sponsors</li><li>Responsible for ensuring all sponsors/donors got their benefits and made report after the events</li><li>Succesfully led team to capture target of 50 million IDR and sponsor merchandises</li></ul>
JANUARY - NOVEMBER 2013	<div><b>Cakra Company   IBE course</b></div> <div>Sales Manager</div> <ul style="list-style-type: none"><li>Made sales forecast and set daily targets</li><li>Implemented B2B strategy, and successfully obtained several partnership and captured sales of 13.000.000 IDR from B2B channel</li><li>Coordinated with operation manager to manage stock and finance team to make pricing</li><li>Leadership of three team member to ensure efficient and effective day-to-day duties, constantly meeting daily sales by expanding sales channels, both offline and online</li></ul>
MARCH 2012	<div><b>Charity Gala Dinner - Golf Tournament   Satoe Indonesia</b></div> <div>Event team</div> <ul style="list-style-type: none"><li>Assisted the event manager to ensure the event run accordingly with plan on D-day</li><li>Made event rundown, cue cards for masters of ceremonies, and seating plan for guests</li><li>Integrated well into a diverse workforce and was able to work quickly and under preassure to keep the event running smoothly</li></ul>
SEPTEMBER 2011	<div><b>Tera Company   IMSB Course</b></div> <div>Promotion Manager</div> <ul style="list-style-type: none"><li>Responsible for completion of all marketing kit including, printed media, social media content, and booth design</li><li>Conducted promotional roadshow to high schools and course places to raise awareness of Tera Pop-up Booth</li><li>Focused on owned media due to minimum budget. Actively engage customers through Twitter and made event invitation on Facebook</li><li>Awarded as 2nd best company and best profit ratio</li></ul>

**Hobbies & Interest :** Enjoy making the most of opportunities to travel, have travelled extensively through UK and Europe. Collected mementos from all visited countries, having nearly 100 pieces so far. Regular user of social media and actively shared travelling photos through it.

AWARDS

- August 2014 - Presentee at WBI international conference Singapore, presented: consumer attitude towards Instagram shopping
- February 2014 - Best Rebranding Project  
Awarded by Emotional branding course SBM ITB
- March 2013 - Employee of the month  
Awarded by Cakra Company

COURSES / TRAININGS

- October 2015 - Cambridge Residential IMC  
MAMC University of Westminster
- September 2014 - LSI intensive language 30  
LSI London Central
- Oktober 2014 - ESQ character building I  
ESQ Leadership Training
- August 2011 - 7 habits of highly effective students  
Dunamis - SBM ITB