

**Enrica Lim**

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EDUCATION

University of San Francisco (USF), San Francisco, CA

December 2013

Bachelors of Science Business Administration

Major: Entrepreneurship and Innovation

Related Coursework: Microeconomics, Macroeconomics, Accounting, Organizational Behavior, Business Writing, Entrepreneurial Management, Entrepreneurial Finance, Strategic Management, Creativity & Innovation and Marketing Management

EXPERIENCES**Content Specialist**

Nov 2014 – April 2015

PT Kreatif Media Karya (Vidio.com)

- Created, checked and compiled reports for the Chief Marketing Officer (CMO)
- Determined the trends from Google Trend and predicted the upcoming trends locally and internationally
- Constructed all the report formatting
- Ensured the legality of the uploads into Vidio.com safely for PT. Kreatif Media Karya & EMTEK group
- Worked with an internal uploader assistant to address C-Level special requests
- Proposed, organized and be responsible for the homepage of Vidio.com
- Liaison between the CMO and other division Heads (SEO, GM of Marketing & Business Alliance, Digital)
- Controlled the quality assurance and check for the team
- Coordinated and maintained the day-day operations for the team

Project Officer – Business Operation

Aug – Oct 2014

PT Kreatif Media Karya (Liputan6.com)

- Coordinated projects across all departments from Marketing Communications to Content to Sales to Digital Marketing
- Assisted in helping Sales representatives to create proposal for clients
- Created weekly and monthly progress presentations for the Chief Operating Officer (COO)
- Liaison between COO and other department heads
- Minutes of Meetings for the following: [1] Weekly Meeting per Channel and [2] Inventory Monitoring System
- Analyzed the problems and solutions for unpopular articles
- Composed the Terms & Conditions and Information Services
- Indonesian – English translation and vice-versa

Note Taker for Student Disability Services

April – May 2013

University of San Francisco (USF), San Francisco, CA

Accounting, Macroeconomics, QBA, Finance, Philosophy

- Took concise, accurate and clear notes
- Improved organization skills through writing the essential main point of lectures
- Provided a service to disabled students

Customer Service Associate

Summer 2010

Domani Restaurant, Singapore

- Maintained a good customer service relation with other employees and employers
- Experienced in working as a team as well as an individual
- Provided an excellent service to customers
- Received outstanding feedbacks from customers within a week
- Assisted in using point of sales system

SKILLS

- Fluent in written and spoken English, Indonesian, Bahasa Melayu, Mandarin
- Expert in Microsoft Office, Windows XP-7, MAC OS
- Proficient in Adobe Photoshop, iMovie, Dreamweaver, WPM: 89
- Excellent communication skills with different nationalities
- A quick, diligent and motivated learner
- Confident, adaptable and perfectionist