**Adinda Faradina**

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**CAREER OBJECTIVE**

Looking forward for an opportunity at Kana Cipta Media where I can enhance and apply my skills while helping the company to achieve their goal.

**EDUCATION**

February 2015 – current **Bachelor of Business (International Business)**, Monash University, Caulfield

* Distinction average achieved to date
* Expected completion date: December 2016

July 2014 – January 2015 **Diploma of Business**,

Monash College, Jakarta

* GPA of 3.000 achieved

July 2011 – April 2014 **Indonesia Higher School Certificate**,

Binus International School Serpong, Indonesia

**DEMONSTRATED SKILLS**

**Marketing**

* Capable at solving marketing research problems by analyzing the data using SPSS and clearly interpret the findings with solutions as proven by my High Distinction grade in marketing research methods
* Effectively applied an excellent understanding of digital marketing to Switchboard Cafe for my university assessment as described by my tutorial teacher as “a highly satisfactory report”
* Good knowledge on social media marketing gained from studying Digital Marketing in University with a Distinction overall score
* Ability to conduct market research and trend analysis for my university projects as proven by my High Distinction grade for marketing insights’ Trend Canvas group assessment

**Management**

* Successfully managed the hospitality crew for Bynamic (High School event) and organized the distribution of the supply
* Great understanding of organizational behavior on how to motivate employees and build self-efficacy as recognized by my overall Distinction grade
* Ability to quickly adapt to changing work environments as seen from studying in Melbourne, Australia

**Communication**

* Great English skills such as listening, speaking, reading, and writing
* Ability to write a professional written report with minimum grammatical error as proven by most of my university assessments feedback
* Good presentation skills with the ability to speak clearly as seen from my university presentations

**Time Management**

* Able to cope with tight deadlines without any delay on the submission by effectively planned a schedule
* Always finish a project before the deadline
* Multi-tasking ability such as finishing different projects with the same due date

**Technical**

* Ability to perform basic Microsoft Office Word, Power Point, and Excel
* Ability to operate basic SPSS Statistics Software
* Familiar with social media platforms

**VOLUNTARY EXPERIENCES**

June 2014 **Creative Crew**,

Binus International School Serpong Prom Night

Key Responsibilities:

* Partaken in the ballroom survey for the event
* Contributed in designing the ballroom
* Demonstrated a good teamwork skill in a team of six members

February 2014 **Head of Hospitality Guest Star and VIP**,

Bynamic (High School Event)

Key Responsibilities:

* Managed the delivery of foods and drinks for Guest Stars and VIP audiences
* Developed a good leadership skill
* Attention to detail by following the food hygiene rules

**KEY COURSE RELATED PROJECT**

May 2016 **Digital Marketing Consulting For Small Businesses**

* Consulted Switchboard Cafe and designed a solution on how to start an engaging digital marketing campaign
* The findings are clear and logically presented
* Result: Distinction

**MEMBERSHIPS**

February 2015 **Joined a membership of Monash Businesses and Commerce Students’ Society**

February 2015 **Joined a membership of Monash University Indonesian Students Association**

**INTERESTS**

**Softball:**

March 2013 **Participated in South East Asia Youth Baseball and Softball Tournament**, Singapore

June 2012 **Participated in Senior League Softball Asia-Pacific Tournament**, Jakarta, Indonesia

March 2012 **Participated in South East Asia Youth Baseball and Softball Tournament**, Perth, Australia

**Filming:**

December 2013 **2nd place in Bulungan Cup Short Movie Competition**, Jakarta, Indonesia

**REFEREES**

Available upon request