

# Jonathan Debson

## Sihombing

# PORTFOLIO

*Fresh Graduate with Dual Degree in  
Marketing and International Business  
Management*



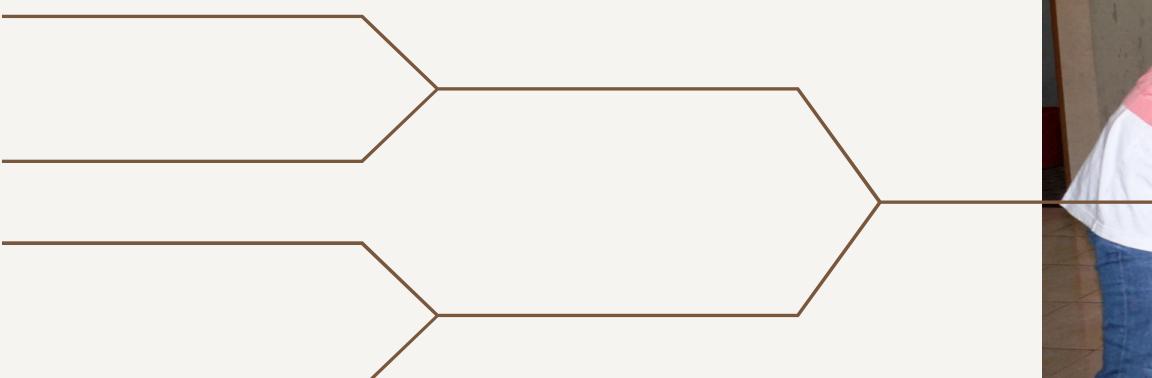


# About Me

*As a recent dual-degree graduate from Trisakti University (Marketing Management) and the University of Northampton (Global Business Management), I'm equipped with a comprehensive toolkit for today's global business challenges. I excel at analyzing market trends, developing robust company strategies, and understanding the intricacies of cross-cultural business environments. My peers commend my versatility, collaborative spirit, and positive attitude in fast-paced settings. I'm driven to apply my academic insights and analytical capabilities to ignite organizational growth and contribute significantly to your team's achievements.*



# Organization **EXPERIENCE**



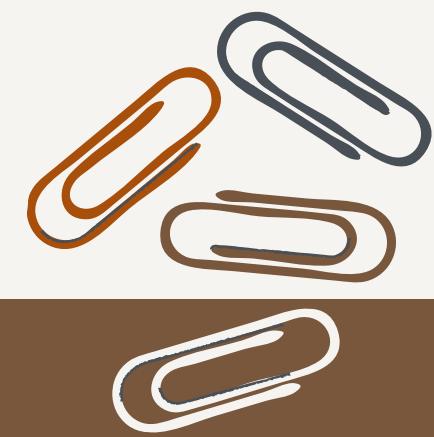
**Student Gathering**  
**International Class FEB Trisakti**  
March 2022



**Student Union**  
**University of Northampton**  
May 2024

x x x x  
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# Academic **CERTIFICATE**



Second Class Upper Divison  
University of Northampton  
July 2024



Cum Laude  
Trisakti University  
August 2024

*Official*

# CERTIFICATES



**IELTS**

*June 2023*

**British Council**

**Digital Marketing**  
**Online Course**

*October 2024*

**RevoU**

**EF SET**

*August 2025*

**English First**

# ACHIEVEMENT 01

## **1<sup>st</sup> Group Winner of Business Simulation Competition at the Northampton Business Fest 2024**

- Working with a team of five to create business plan of a new seafood restaurant that wants to operate in the UK food market
- Collaborated on creating a budget financial plan for the implementation of the new business plan
- Critically analyse the UK food industry and how can the new restaurant enter the market successfully
- Organizing the menus that are suitable for each season and adding strategic pricing and discounts for restaurant soft opening



# ACHIEVEMENT 02

- Received Double Degree Certificates from Trisakti University and University of Northampton in 2024



# Campus Project

Instagram  
WIX | This site was built on Wix. Create yours >

RICE AND GREEN

HEALTHY FOOD  
HEALTHY LIFE

Order Online



A preview of the website's mobile interface showing the logo, navigation menu, and a call-to-action button.

Try Our Daily Specials



chicken kimchi salad bowl  
A bowl of glazing teriyaki chicken pops, kimchi, sesame ginger rice and sesame seeds.

Message icon

**Rice and Green** is a start-up brand that provides healthy organic food and verages from savory salads to fresh juices.

Service

Same-Day delivery  
All over Jakarta

Mon - Fri: 11am - 10pm  
Sat - Sun: 11am - 12am

# SKILL ABILITIES

*Besides these hard skills, I also excel in numerous soft skills, such as being an active listener, fast response, high attention to detail, optimistic and an open-minded individual.*

Microsoft Office

Google Workspace

CapCut

Canva

# Hobbies & Interest

I keep myself busy and productive by creating a YouTube channel about food vlogging and joining a gym community. I also have other hobbies and interests, such as singing, reading, swimming, travelling, learning new languages, volunteering in church youth communities and actively joining seminars and workshops.

Content Creator



Physical Exercise



# VISION

*To become a leader with innovative business strategies that drive sustainable growth for organisations successfully navigating in the dynamic global market.*

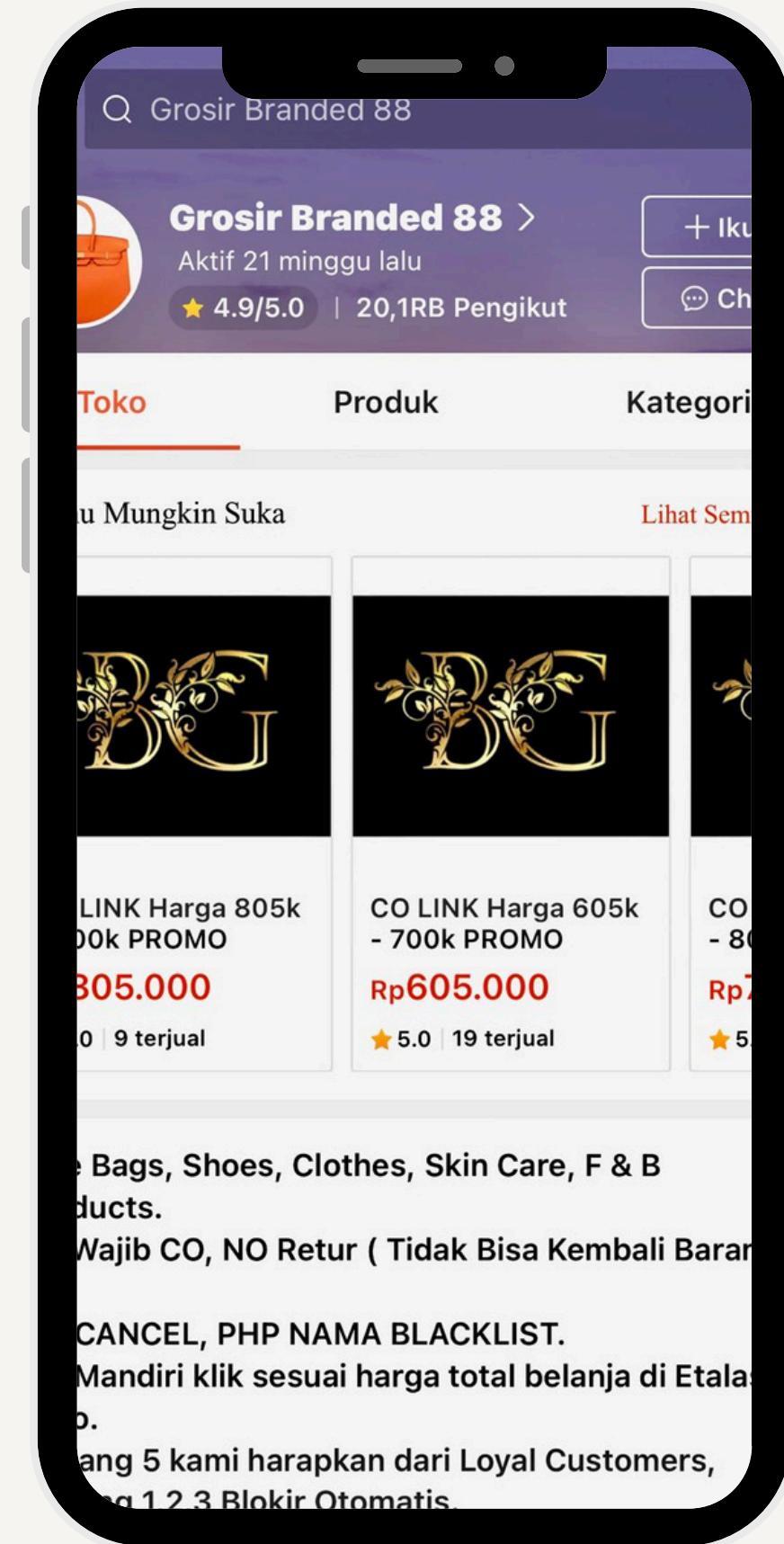
# MISSION

*To achieve organizational success by fostering strong collaboration, excelling in dynamic environments, and consistently transforming challenges into new opportunities for growth.*

# Job Experience 01

## Digital Marketing and E-Commerce Admin - Branded Go (April 2020 - April 2022)

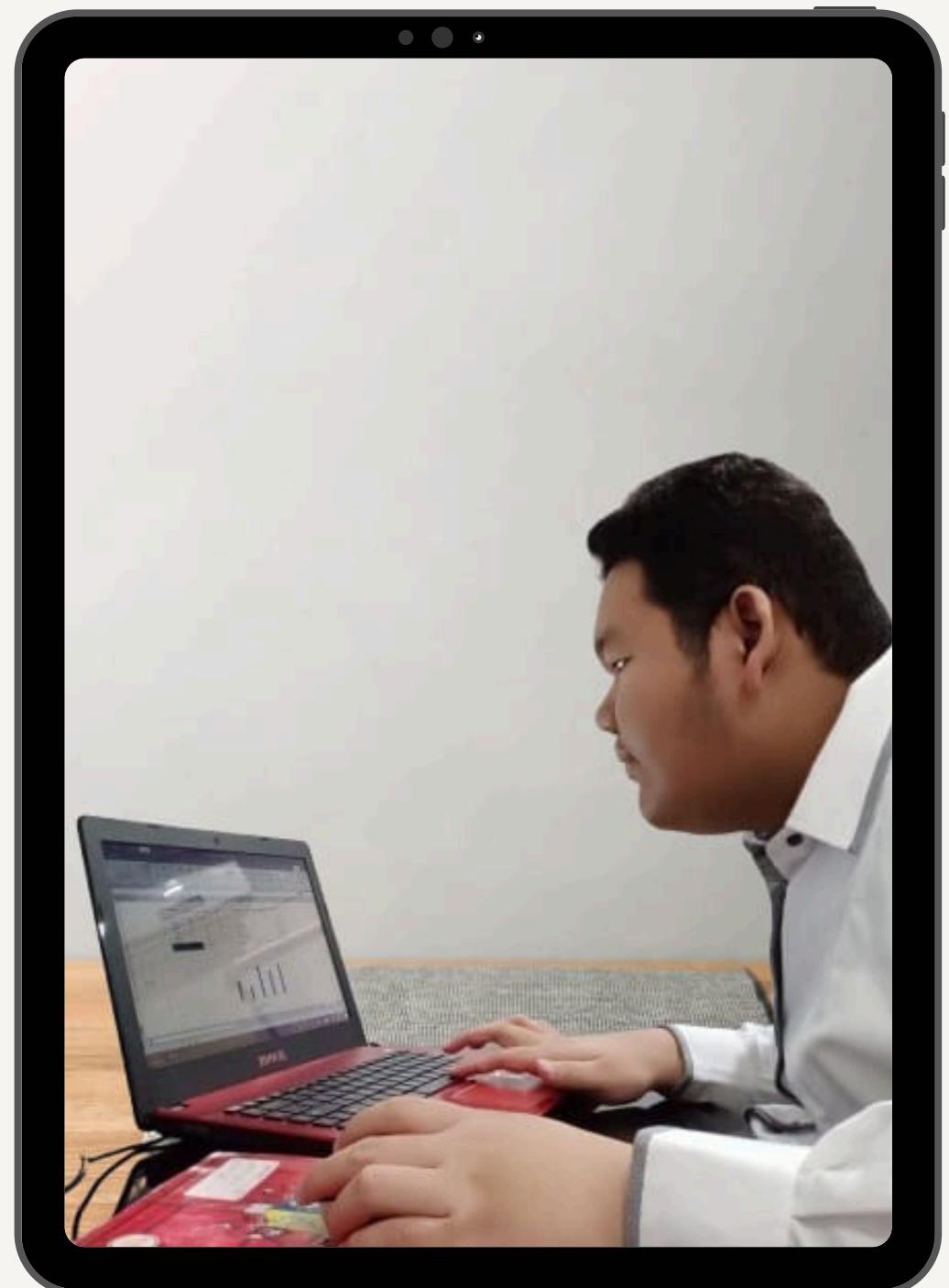
- Generated IDR 10-20 million revenue per month by obtaining 1000+ sales of clothing and apparel goods across Indonesia
- Assisted in hosting live streaming, answering live comments, update product catalogues, conduct flash sales, and insert discount vouchers
- In-charge of handling company's social media and e-commerce store accounts
- Performed administrative tasks with 100% efficiency, including responding to chat box, answering calls and messages, addressing customer enquiries and complaints, and handling return of purchases
- Accomplished successful store rates at the highest level within the company, resulting in 4.9/5 stars store activity performance in marketplace



# Job Experience 02

## **Office Administration Support - PT Antara Energi Resources (June 2022 - June 2023)**

- Writing administration letters and key paperwork for coal acquisitions and contract agreements with buyers, sellers, suppliers, and investors.
- Communicated with 20 staff members to schedule meetings and provide administrative assistance, contributing to successful teamwork
- Provided administration support services to 10 staff members daily, handling tasks such as scheduling, filing, and correspondence
- Scheduled vendor and staff meetings through Outlook and Zoom
- Organized income and expense reports for the executives and finance staff team of 15 and reconciled statements using updated financial tools



# Job Experience 03

**Sales Associate - PT Salesworks Group Indonesia**  
**(March 2025 - June 2025)**



- Provide face-to-face marketing service in presenting and selling charity products to customers offline
- Working with a team to achieve/exceed company targets of 45 closing and 30 sales in a month
- Have an open discussion sessions with managers and mentors to increase individual performance and achieve KPIs
- Input customer personal data into the app entry system for charity payment and subscription
- Maintain and verified 100+ customer databases in the data entry system and increased work efficiencies up to 80%

Connect  
**WITH ME**



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[www.linkedin.com/in/jonathan-debson-sihombing/](https://www.linkedin.com/in/jonathan-debson-sihombing/)

Thank you

*Thank you everyone, for your attention and for taking the time to learn more about me and my background. I truly appreciate your consideration and definitely look forward to the prospect of connecting with you in the future.*