



JONATHAN DEBSON SIHOMBING

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South Tangerang, Banten, Indonesia, 15226

A fresh graduate with a dual degree in marketing and international business management from two prominent universities.

Have a strong academic background in strategic marketing, international business, and cross-cultural knowledge.

Recognised as a positive team player with an optimistic mindset and good adaptability, and thriving in fast-paced environments. Experienced in digital marketing and e-commerce, office administration support, and charity sales associate.

Eager to leverage academic knowledge and professional skills to contribute positively to organisational growth and success.

Education

Universitas Trisakti - West Jakarta, Indonesia

Sep 2020 - Aug 2024

Bachelor of Marketing Management, 3.52/4.00

- Appointed as the head of event consumption committee for student gathering event in 2022
- Become a student union member at International Class of FEB Trisakti in 2022-2023
- Volunteered as an event committee for campus career seminar in 2024
- Graduated with Cum Laude and achieved A result for final thesis course

University of Northampton - Northampton, United Kingdom

Sep 2023 - Jul 2024

Bachelor of Arts (Honours) in Global Business Management

- Actively joined campus student clubs such as Christian Unity and Northants Student Union (November 2023 - April 2024)
- Volunteered as an event committee for student gathering, graduation and farewell events (December 2023 - May 2024)
- Appointed as the campus student representative (January 2024 - March 2024)
- Graduated with Honours Degree in Second Class Upper Division

Job Experiences

PT Salesworks Group Indonesia - Tangerang Regency, Indonesia

Mar 2025 - Jun 2025

Sales Associate (Contract)

- Provide face-to-face marketing service in presenting pitch and offering charity products to customers offline
- Working with the sales team in public booth areas to achieve and exceed company targets of 45 leads and 30 charity sales in a month
- Have an extensive training and mentoring sessions with managers and supervisors to increase individual performance and achieve targeted KPIs
- Input customer personal data into the app entry system for charity payment and subscription and maintain 100+ customer databases in the CRM

PT Antara Energi Resources - South Jakarta, Indonesia

Jun 2022 - Jun 2023

Administration Support (Internship)

- Provided administration support services to managers, staff, and customers daily, such as handling tasks in scheduling, filing, and correspondence.
- Writing administrative letters and key paperwork for coal acquisitions and contract agreements with buyers and investors, such as LOA and IUP.
- Scheduled and prepared offline and online meetings for company representatives with buyers and/or investors via WhatsApp, Email, and video conference apps such as Zoom, Google Meet, Microsoft Teams, etc.
- Organised, verified, and maintained company documents, such as contractual paperwork, business proposals, bank references, invoices, and financial reports.

Branded Go - South Tangerang, Indonesia

Apr 2020 - Apr 2022

Digital Marketing and E-Commerce Admin (Part-Time)

- Achieved 10-20 million revenue per month by obtaining 1000+ sales of clothing and apparel goods across Indonesia via online platforms
- Assisted in hosting live streaming, answering live comments and chat box questions, and increase online engagement by 20-30%
- Managed online shop social media and e-commerce accounts and gained 20k+ followers through content marketing and optimizing SEO and SEM
- Achieved high store performance rates of 4.9/5 in Shopee and TikTok Shop by responsively executing administrative tasks up to 80% efficiency

Organizational Experiences

FEB Trisakti/Career Seminar "Your Journey Starts From You" - West Jakarta, Indonesia

Jul 2024 - Aug 2024

Event Committee

- Managed to achieve 200+ participants from different faculties and universities
- Able to receive multiple sponsorships from leading brands, funders, and universities
- Connected to 10+ prominent universities in Jakarta area on organizing this event
- Collaborated with multiple spokespersons, including alumni company leaders and entrepreneurs, as a guest speaker for this seminar

University of Northampton/Student Union - Northampton, United Kingdom

Jan 2024 - Mar 2024

Student Ambassador Representative

- Become a host for campus tour to new students and sharing personal student experiences.
- Actively help producing content for campus social media, blogs, campaigns, online newsletter, and etc.
- Collecting feedback via online forms and reporting student recommendations to lecturers and faculty management.
- Assisted in organising the activities of open house, orientation program, graduation event, and campus fairs.

International Class FEB Trisakti/UNITE Student Gathering - West Java, Indonesia

Feb 2022 - Mar 2022

Head of Event Consumption Committee

- In-charge of choosing the food and drinks menu for appetisers, main courses, desserts, and snacks that will be served for the three-day event.
- Provided snack boxes that will be distributed to students during the trip to the villa and returning back to campus.
- Aided in carrying, organising, and cleaning all kitchen utilities and cooking equipment that will be used during the event.
- Actively involved in gathering the invoice payment of the food ingredients and kitchen supplies.

Achievements, Interests, and Skills

- **Financial Aid Scholarship** (2023): Student Exchange Double Degree Program at University of Northampton
- **Languages** (2023): Bahasa Indonesia (Native) and English (Fluent)
- **Achievements** (2024): 1st Group Winner of Business Simulation Competition at University of Northampton Business Fest
- **Interests:** Marketing, Sales, Administration, Content Creator, and Volunteering in online seminars, courses, and workshops.
- **Soft Skills:** Friendly, Patience, Open-Minded, Optimistic, Detail-Oriented, Hard-Worker, Easy to Adapt, Discipline and Proactive.
- **Hard Skills:** Experienced in using digital software tools such as Microsoft Office, Google Workspace, Canva, Capcut, Lemon8, Linktree, Wix, and Animaker.