

Rizky Betran Winowoda

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About Me

Energetic motivated third-year Business Administration student specializing in digital and social media marketing. I am developing a strong foundation in marketing principles and possess a growing understanding of social media platforms, content creation, and digital analytics. Aspiring to contribute creative and effective strategies to a forward-thinking marketing team.

Education

Bachelor of Business Administration
Anadolu University, Eskişehir Türkiye (since 2022)

Expected to Graduate in 2026

Relevant Courses

- | | | |
|------------------------------|--------------------------|---------------------------------|
| • Business Management | • Marketing Management | • Organizational Design |
| • Principles of Marketing | • Consumer Behaviour | • Management Information System |
| • Human Resources Management | • International Business | • Supply Chain Management |

Internship

Social Media Marketing and Business Development

Apr - Jul 2024

Moduulo ÖÜ Tallinn,Estonia (Online Intership)

Spearheaded social media marketing and supported business development initiatives as an intern at Moduulo ÖÜ, creating engaging content and driving lead generation to target accounting firms. Contributed to increased brand awareness and identified key market opportunities.

Social Media Marketing

Jul-Sep 2024

Big Small Games (Internship) in Osijek,Croatia

Developed and managed content for social media channels, focusing on TikTok and Instagram Reels. Created over many engaging videos aimed at promoting the game, utilizing trends and audience insights to maximize reach.Collaborated with the marketing team to brainstorm and implement innovative promotional campaigns.

Organization

Head of the Creative Media Devision

Nov 2023 - Dec 2024

Indonesian Student Association In Eskişehir, Türkiye

As an Social media administrator (Instagram and TikTok) creates graphic designs for announcements, posters, stories and disseminates information on Instagram as well as create creative videos for Instagram reels and TikTok videos.

Projects

- Social Media Marketing Research | 8 January 2024
- Marketing project analysis about Food Delivery Application In Türkiye | 14 January 2024
- Created 151 Designs Instagram Feed and TikTok videos for @ppi.eskisehir | 2023-2024
- Supply Chain Management analysis logistic activity in Nestle Corporation | 8 January 2025
- Human Resources Management Researched about Turkish Airlines Employees | 14 January 2025

Skills

- | | |
|---------------------------|--------------------------|
| • Social Media Management | • Video editing : CapCut |
| • Content Creation | • Graphic Design: Canva |
| • Analytics | • Microsoft Excel |
| • Communication | • PowerPoint |
| • Team Collaboration | • Google Spreadsheet |
| • Energetic | |

Language

- English (Advance)
- Indonesian (Native)
- Turkish (Basic)

Interest

- Technology Enthusiast
- Photography & Videography