

LIFYA FILLAHI ATTAQI

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Lumajang, East Jawa, Indonesia

Third-year student of Economics Development at Faculty Economics and Business, Brawijaya

HIGHLIGHTED SKILLS & EXPERTISE

- Data Analysis
- Development Economics
- Digital Economy
- Inbound & Outbound Marketing
- Digital Marketing
- Public Relation

EDUCATION

Brawijaya University - Faculty of Economics and Business

Aug'18 - Present

Bachelor Degree in Economics Development, GPA : 3.61/4.00

WORK EXPERIENCE

Administration and Marketing Staff

Aug'20 – Jan'21

IKI Mie Nyemek Lumajang

- Responsible for incoming and outgoing sales transaction and operate sales applications such as Qasir
- Responsible for increasing sales with handling social media (Instagram, Whatsapp Business, Facebook)
- Produced 20+ content for the IKI Mie Nyemek product marketing
- Successfully sold 350 boxes of food every Friday in 6 months with the marketing strategy that I have made

ORGANIZATION EXPERIENCE

Vice Chairman I

Sep'20 – Present

Internal Economics Basketball of Brawijaya University

- Lead the routine activities for internal members such as Meetings, Management Meetings, Middle & End Period Evaluation Meetings
- Manage internal member representative cards for KM FEB UB events
- Coordination with Culture Art and Sport Department BEM FEB UB
- Coordination with head coaches and monitoring athletes on the basketball court

Head of Entrepreneurship Department

Nov'19 – May'21

Ilalang

- Partnership with Anda Printing and Brewok Coffee Cafe
- Lead 8 team member and successfully sold 347 organization jacket with a profit of Rp. 3,705,000
- Get 15 sponsors for the Smarac Futsal Championship event

Finance Staff

Oct'19 – May'21

Duacare

- Collecting alumni data who became donors, updated every 6 months
- Reminding 60 donors to donate once a month via text message
- Carry out various records and data collection as well as evidence of financial transactions in each activity
- Make a financial accountability report every events held

Head of Entrepreneurship Department

Sep'19 – Sep'20

Internal Economics Basketball of Brawijaya University

- Lead 4 team member and create an Ebbrau merchandise production timeline
- Partnership with Injers Malang and Human Basketball Arena
- Successfully sold 124 jerseys, 64 shooting shirts, 30 notebooks, 30 key chains, 46 jackets
- Manage Ebbrau store on social media (Shopee, Tokopedia and Instagram)

VOLUNTEERING & COMMITTEE EXPERIENCE

Head of Event

Oct'20 – Nov'20

Webinar Charity Ebbrau 2020 "Be a Leader in The Arena with a Great Character"

- Lead 5 team member, planned and created concept, arrangement of events (technical instructions, guidelines, rundown) and a list of question to guestar
- Lead the meeting, rehearsal, and make sure the time runs according to the rundown that has been made
- Successfully invited Indonesian professional basketball players "Adhi Pratama & Abraham Wenas" with 130+ participants and successfully gain profit Rp. 2.481.000
- Monitoring and guide the running of the webinar and lead the evaluation meeting at the end of the event.

Head of Marketing Division

Feb'20 – Oct'20

Economics Sport and Talent Brawijaya University 2020 (cancelled due to Covid-19)

- Lead a team consist of 14 people divided through 3 subdivision
- Recruit staff for the talent marketing division
- Created a marketing and content planning, product selling strategy, timeline production

- Successfully sold 150+ paid promote package, 50+ google review packages with profit Rp. 4.565.000 in 8 months

Head of Entrepreneurship Department

Sep'19 – Sep'20

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Staff of Public Relation Division

Apr'19 – Nov'19

Internasional Scholarship Expo Brawijaya University 2019

- Managed official account ISE such as instagram and line
- Contact 20+ national and international scholarship institutions via email and direct message instagram
- Successfully engaged with 15+ media partners, 30+ partnerships and gain 700+ followers instagram

Staff of Marketing Division

Feb'19 – Nov'19

Economics Sport and Talent Brawijaya University 2019

- Planned and created EST merchandise production timeline
- Successfully sold 500+ t-shirts, 400+ totebags, and 350+ presale tickets with profit Rp. 7.000.000+
- On the day of the event, successfully get an income Rp. 1.500.000 in a day for two week

Volunteer Mental Health ID

Dec'20 – Dec'20

- Prepared, invited, shared information about the importance of maintaining mental health especially during the Covid-19

Volunteer Duacare “Alumni Smada Peduli Covid-19”

Mar'20 – May'20

- Discuss what needs to be prepared in donating by virtual meeting with topic such as which hospitals or villages will be given a donation
- Shared posters about donation information regularly in 2 months and successfully gain donation Rp. 116.504.129 in 3 months
- Deliver donation packages to several hospitals including equipment needed by medical workers in dealing Covid-19 and delivering 200+ packages of basic food and several health protocol tools to the homes of poor villages in Lumajang

PROJECT EXPERIENCE

Research Assistant Guide of KKN Tematik MBKM

Apr'21 – Apr'21

“Panduan KKN Tematik Sinergi MBKM Universitas Negeri Surabaya”

- Compiling the rationalization of the KKN thematic MBKM, foundation for implementing MBKM, preparation mechanism University of Surabaya in implementing MBKM
- Compiling 5 themes for KKNT MBKM which was held at the University of Surabaya and what are the requirements and guidance systems needed when implementing the KKNT MBKM

Research Assistant Academic Script

Mar'21 – Apr'21

“Rancangan Peraturan Daerah Kabupaten Madiun Tentang Perlindungan, Pengelolaan, Pelestarian dan Pengembangan Hasil Pelaksanaan Program Nasional Pemberdayaan Masyarakat Mandiri Perdesaan”

- Compiling a theoretical study on the concept of village development and theories on empowering rural communities
- Compiling a study of the principles related to the formulation norms, reviewing and evaluating the results of PNPM implementation in several village in Indonesia
- Evaluate and analyze the legislation of the village (administration, implementation of the legislation) and a presidential regulation about the national mid-term development plans

Research Assistant Framework of Reference

Mar'21 – Apr'21

“Kajian Pemulihan Ekonomi Daerah Pasca Covid-19 Kabupaten Kediri”

- Compiling aspects of geography, demography and economy growth of Kediri before and after pandemic
- Compile the theoretical basis, present the concept of regional development, economic reconstruction and how the economic recovery after a pandemic

ADDITIONAL INFORMATION

Soft Skills

- Strong Communication
- Teamwork
- Project Management
- Hardworking
- Easygoing
- Public Speaking
- Highly Motivated
- Self Confidence
- Initiative & Creative
- Problem Solver

Language

- Bahasa Indonesia (Native)
- English (Intermediate)
- Korean (Basic)

Software Skills

- Stata13
- Canva
- Spreadsheet
- Adobe Photoshop
- Ms. Office (Word, Excel, Powerpoint)