



# I GUSTI AGUNG ISTRI MARCELLA AISHWARYA PUSAKA

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## PROFILE SUMMARY

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A 7th-semester Digital Business student with extensive experience in digital marketing, brand management, content creation, and event organizing. Skilled in marketing strategy, public relations, and leadership, with proven ability to manage cross-industry projects involving government institutions, private companies, and large-scale events. Passionate about enhancing brand visibility and driving impactful communication strategies.

## EDUCATION

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**Institut Teknologi dan Bisnis STIKOM Bali**

**3 October 2022**

Bachelor of Digital Business | GPA: 3.86 / 4.00

**SMA Negeri 2 Denpasar**

**July 2019**

Science Major

## WORK EXPERIENCE & PROJECTS

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**Brand Manager Marketing – Matcha Bali**

**Sep 2025 – Present**

**Beverage Brand**

- Developed and executed integrated digital & offline marketing strategies.
- Increased brand awareness through social media campaigns and promotional events.

**Content Creator**

**2025 – Feb 2026**

**PT Sejahtera Arta Permai (Air Conditioning Company)**

- Produced and managed digital campaigns to promote products.
- Boosted audience engagement with video-based marketing.

**Admin Officer**

**May 2022 – Present**

**Brain Academy Center by Ruangguru**

- Managed student data, schedules, and operational administration.
- Supported coordination of academic activities.

## EVENT & PROMOTION ROLES

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**Facilitator Crew**

**Aug 2025**

Bank Indonesia QRIS Digital Exploration

**Booth SPG**

**Aug 2024**

Aqua, Maybank Marathon

**Event Staff**

**Aug 2025**

DW Omega Fest Music

**Live Stream Host & Model**

**2025**

EKYU ID

**Content Creator**

**Mar – Apr 2025**

DPS Jaya Accessories

## ORGANIZATIONAL EXPERIENCE & COMMITTEES

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<b>Finalist &amp; Favorite Winner</b>	<b>2025</b>
• Putra Putri Kampus Ajeg Bali	
<b>Finalist</b>	<b>2024</b>
• Miss Teenager Social	
<b>Festival Pelajar Unggulan DPR RI</b>	<b>2024</b>
• Kemenpora	
<b>Fashion Parade</b>	<b>2025</b>
• Rimba Iswari Collection	
<b>Indonesian Youth Ambassador Organization</b>	<b>2024</b>
• Content Creator & Volunteer	
<b>Independent Student Exchange PMM Batch 3</b>	<b>2024</b>
• Universitas Sumatera Utara	

## ACHIEVEMENTS

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<b>2nd Place</b>	<b>2024</b>
Best Presentation, Indonesian Youth Excursion Network, Malaysia	
<b>Favorite Winner</b>	<b>2025</b>
Putra Putri Kampus Ajeg Bali	
<b>3rd Place</b>	<b>2024</b>
Vlog Competition, Corisindo	
<b>3rd Place</b>	
National Student Photography Competition	
<b>Champion</b>	
Bali Province Youth Ambassador, Indonesian Youth Ambassador	

## ACHIEVEMENTS

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<b>Markplus Institute</b>
• Digital Marketing Competency (Content Marketing, Social Media, Search Marketing)
• Analytical & Creative Thinking (Critical, Creative, & Lateral Thinking)

## ACHIEVEMENTS

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<b>Technical Skills</b>
• Digital Marketing & Branding
• Content Creation & Copy
• writingEvent & Campaign Management
• Social Media Strategy
• Microsoft Office & Google Workspace