



I GUSTI AGUNG ISTRI MARCELLA AISHWARYA PUSAKA

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PROFILE SUMMARY

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

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

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

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

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

ACHIEVEMENTS

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

ACHIEVEMENTS

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

ACHIEVEMENTS

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