

Eka Nurhaliza

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Education

Universitas Gunadarma Jakarta, ID S1 Psychology 2019 – 2023 GPA 3.70/4.00. Research on motivation strategies for online learning adherence.

Professional Experience

Bimbingan Belajar Cerdas Depok, ID
Student Counselor Assistant Jan 2022 – May 2023

- Conducted 1-on-1 goal setting sessions with 60 students, leading to 25% improvement in study compliance
- Recommended appropriate Ruangguru modules and secured 35 paid subscriptions
- Maintained progress reports shared weekly with parents via CRM dashboards

Leadership & Activities

Psychology Student Association Jakarta, ID
Research Committee Member 2020 – 2023
Conducted behavioral research supporting student learning initiatives.

Skills

Sales Strategy: Needs analysis, Consultative selling, Objection handling
Behavioral: Coaching conversations, DISC profiling, Motivation strategies
Tools: Zoho CRM, Google Sheets, Data analysis