

# Citra Lestari

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## Education

**Universitas Multimedia Nusantara**    Tangerang, ID S1 Communication Studies    2019 – 2023 GPA 3.68/4.00.  
Head of Public Relations, Student Executive Board.

## Professional Experience

### Cakap Edutech

#### Customer Success Intern

Tangerang, ID  
Feb 2023 – Jul 2023

- Resolved parent inquiries within 12 hours on average, maintaining 4.8 CSAT score
- Launched call-back cadence that improved renewal rate by 15%
- Documented conversation summaries in Salesforce for cross-team visibility

## Leadership & Activities

### Student Executive Board

#### Head of Public Relations

Tangerang, ID  
2022 – 2023

Led campus communications and coordinated external stakeholder engagement.

## Skills

**Customer Service:** Empathy-driven questioning, Problem resolution, Client retention

**Telesales:** Scripting, Call management, Follow-up cadences

**Tools:** Salesforce CRM, Canva, Data entry