

# Bagus Ramadhan

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## Professional Summary

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Energetic S1 Marketing graduate skilled in face-to-face prospecting and education product demos. Experience leading campus roadshows and converting parents during expo events. Motivated to support Ruangguru STAR in empowering student learning journeys.

## Technical Skills

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**Field Sales:** Prospecting, Negotiation, Client relations

**Presentations:** Public speaking, Demo delivery, Workshop facilitation

**Tools:** Freshsales CRM, Google Workspace, Excel

## Professional Experience

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### Event Sales Coordinator

*GrowEdu Fair*

Jan 2022 – Jun 2022

*Bandung, ID*

- Drove 220 sign-ups for trial classes through school visit presentations
- Maintained daily follow up logs and segmented prospects for call blitz
- Collaborated with marketing to craft story-based outreach scripts

## Projects

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### Ruangguru Student Ambassador Roadshow

*Hosted live workshops for 12 high schools. Collected user feedback for product improvement.*

2021

## Education

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### S1 Marketing

*Universitas Padjadjaran*

2018 – 2022

*Bandung, ID*

GPA 3.55/4.00 — Thesis: Omnichannel strategies for subscription-based learning apps

## Certifications

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- Certified Professional Salesperson, ICS (2022)
- Google Analytics for Beginners (2021)