

Eka Nurhaliza

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Professional Summary

Psychology graduate with strong behavioral insight skills to personalize education solutions. Experienced in coaching high school students on study habits and tracking progress. Committed to joining STAR to expand Ruangguru's reach through empathetic consultations.

Technical Skills

Sales Strategy: Needs analysis, Consultative selling, Objection handling

Behavioral: Coaching conversations, DISC profiling, Motivation strategies

Tools: Zoho CRM, Google Sheets, Data analysis

Professional Experience

Student Counselor Assistant

Bimbingan Belajar Cerdas

Jan 2022 – May 2023

Depok, ID

- 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

Projects

Behavioral Sales Playbook

Created DISC-based questioning framework. Workshop adopted by counseling center.

2022

Education

S1 Psychology

Universitas Gunadarma

2019 – 2023

Jakarta, ID

GPA 3.70/4.00 – Research: Motivation strategies for online learning

Certifications

- Sales Coaching Basics, RevoU Mini Course (2023)
- IBM SkillsBuild: Communication Essentials (2022)