

Aisyah Pramesti

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Professional Summary

Business Administration graduate passionate about edtech consultative selling. Completed 6-month telesales internship focusing on needs-based learning solutions and CRM tracking. Eager to grow through Ruangguru STAR to drive access to quality education.

Technical Skills

Consultative Selling: Active listening, Needs analysis, Solution mapping

CRM & Tools: HubSpot, Monday.com, Excel (pivot, lookup)

Sales: Lead qualification, Demo delivery, Pipeline tracking

Professional Experience

Sales Development Intern

EduBridge Nusantara

Mar 2023 – Aug 2023

Jakarta, ID

- Qualified 180+ inbound leads via phone and WhatsApp consultations
- Boosted trial-to-subscription conversion by 18% through structured follow up scripts
- Logged daily activities inside HubSpot CRM to maintain transparent pipeline tracking

Projects

Learning Package Upsell Strategy

Mapped customer personas and designed offer bundles. Earned Best Strategy Award.

2022

Education

S1 Business Administration

Universitas Indonesia

2019 – 2023

Jakarta, ID

GPA 3.62/4.00 – Leader, Campus Sales Club

Certifications

- Professional Telemarketing Certificate, APPI (2023)
- LinkedIn Learning: Sales Foundations (2022)