

## Project Name

Marketing Team for PT  
Digital Investa

## Project Year

2023

## Position

Sales Agent for Product  
Content

## Skills

Business and Marketing,  
Communication, Digital  
Marketing, and Product  
Marketing.

## Project Description

A sales agent has the responsibility to **sell the company's products to clients directly and provide consulting related to brand needs**. PT Digital Investa is an agency company engaged in the field of "**Digital Branding Specialist and Digital Marketing Performance**." The company focuses on improving brand performance and brand trust. The products offered to clients range from **Instagram or TikTok content creation services, digital marketing, KOL talent management, and branding build trust** which aim to build customer trust in a brand.

## Performance Results

- In the **second month** of the internship (**March 2023**), **successfully closed a branding and building trust project with Nayeon Skincare**, totaling **IDR 24 million for a duration of 3 months**. The agreement started with an online meeting conducted via Google Meet to discuss the brand's needs and present suitable service offerings to manage the Nayeon Skincare brand. In the end, Nayeon Skincare used the services of PT Digital Investa to build branding or public awareness of its brand, especially **through social media and content creation services**.
- During the 3-month internship period, I **sold 50+ product contents to clients**, which included Basic, Pro, or Premium packages with **prices ranging from IDR 300k to IDR 3 million**.
- Achieved an **overall satisfaction rate of 80% for performance**.



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**Contact**

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