

Project Name

Marketing Team of Binus University

Project Year

2022 – 2023

Position

Education Counselor

Tools

Social Media (Instagram, TikTok, Line, WhatsApp).

Skills

Marketing Strategy, Digital Marketing, Team Problem Solving, Communication, Social Media Marketing, and Collaboration.

Documentation Link

<https://drive.google.com/drive/folders/1q1BWs9EFXkkgADlbhHB8TWTvCxCFDPpP?hl=id>

Project Description

The main task of an education counselor is to **sell registration forms to new students** (especially grade 12 high-school students) who need to continue their education at Binus University, guide them during the registration process, and provide information for prospective new students in determining their future study program at Binus University. Furthermore, I plan to create engaging content marketing to be uploaded to social media platforms, such as Instagram (@binus_alsut and @pdktkakabinus), LINE, or WhatsApp, to attract viewers' attention.

Achievement

In my second year as an education counselor, I **successfully achieved the set targets with the highest accomplishment.**

- By **July 2023**, the sales figures reached **110 registration forms**, indicating a **103% increase** compared to the previous period, which had a total of **54 forms**.
- Became **the sales PIC for 20 high-school** in Tangerang City and successfully **enrolled 70 students**, surpassing the initial target of **40 students for enrollment** (exceeded the set target by **75%**).
- **Achieved 100 forms sold during 7 months of work** and led the sales for the Tangerang City team. This achievement has made me the **top salesperson for the Tangerang City team**, with the **highest sales**.
- **Receive positive feedback** from the team, parents, and prospective students.

Implemented effective content marketing strategies and **successfully engaged our target audience** on Instagram by planning and creating content for promotion on the accounts **@binus_alsut** and **@pdktkakabinus**.

PERIOD	TOTAL
MAY 2022	1
JUN 2022	25
JUL 2022	29
AUG 2022	25
SEP 2022	9
OCT 2022	5
NOV 2022	3
DEC 2022	3
JAN 2023	1
FEB 2023	5
MAR 2023	0
APR 2023	1
MAY 2023	0
JUN 2023	2
JUL 2023	1
	110

Quantity	Form Sold	Registration	Intake
July	1	1	3
Up To July	110	106	70



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