

HERU BANGKIT SANJAYA

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OBJECTIVE

I am passionate about eager to learn marketing, especially digital marketing. I am an enthusiastic person and believe in my digital marketing skills that I can contribute to the company. Copywriting and social media marketing are skills that I have. Currently looking for a challenge in FMCG/Bank/Educating company where I can contribute to sales.

EXPERIENCES

PT ASA Distribusi Mandiri

Digital Marketing

(March 2021 - May 2021)

Have Performed Digital Activation for the company:
Activation of social media such as Instagram and Facebook
Activation of the marketplace in the form of Bukalapak
Create a campaign on Instagram 5 times
Create sales and promotion strategies
Create a pricing strategy
Make copywriting

Brisik.id

Freelancer Writer

(January 2021 - December 2021)

Write an article about tourism, culinary and travel;
Have made 2 articles about tourism

PT Jamkrindo

Business Guarantor

(August 2021 - January 2022)

Sales and Marketing at PT Jamkrindo Branch Cirebon

EDUCATION

Padjadjaran University

Bachelor's Degree Business Administration

(August 2017 - July 2021)

3.55

I have learned a lot in the Business Administration Department. About business functions such as marketing, finance, human resources, operations (production) as well as entrepreneurship. But I have a focus on marketing as my focus. In marketing, I also learn a lot of new things from theory to practice. Such as marketing in general, branding strategy, marketing management, to digital marketing.

INFORMAL EDUCATION

ToeFl Prediction from English Madani Kampung Inggris

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(July 2021 - January 2022)

011/TP/EM/VII/2021

ORGANIZATIONAL EXPERIENCES

Head of Departmen Art and Culture BEM FISIP Unpad 2020

<https://instagram.com/bemfisipunpad>

(February 2020 - December 2020)

Plan, implement, and evaluate projects;
Potensi FISIP 2020, has 250 FISIP students, who will be assisted in developing talents in the arts and culture.
Art'Presiasi Part 1 and 2, made 2 webinars and training on arts and culture
Sampai Sunyi Volumes 1 and 2, make art activities by presenting auditory art twice, which aims to appreciate FISIP artists.
Putra Putri Padjadjaran FISIP, has made a talent search in beauty and pageant for FISIP students
Autumn Folk Festival 2020, held a music concert with the theme of autumn and entrepreneurship, and made profits as donations for nursing home foundations.

Head of Supervisory Comission

<https://himabis.fisip.unpad.ac.id>

(January 2020 - December 2020)

Making plans, implementation, and evaluation;
Make all key performance indicators for all departments in the board of directors, both central and branch
Assist all supervisory committee staff in supervising, assessing, and evaluating projects on the board of directors, both central and branch
Conducting mid-year and end-of-year meetings.