

LASYA SALSABILA A.

PADJADJARAN UNIVERSITY

PROFILE

A fresh-graduate student of Political Science in Padjadjaran University. Her academic background and her various experience have pushed her to be great public speaker and increase her analysis skills. Having a keen interest in Business Development, Public Relations, Marketing and Sales and she highly obsessed in client's growth and satisfaction.



CONTACT INFORMATION



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SKILLS

- Marketing Strategy
- Public Relations
- Public Speaking
- Business Development
- Administration Expert

LANGUAGE

- Bahasa Indonesia
- English

EDUCATION

Jul 2017 - Nov 2021

UNIVERSITAS PADJADJARAN

Political Science Major, Faculty of Social and Political Science

- Begun academic activities in August 2017
- GPA: 3.80 / 4.00 with Cum-Laude title
- Awarded as the Putri Padjadjaran Intelegensia 2020

Jul 2014 - Jun 2017

SMAN 11 KOTA BEKASI

Natural Sciences Concentration

- Chairperson of Student Council 2015
- Awarded as the Most Outstanding Student in Class of 2014

PROFESSIONAL EXPERIENCES

Jan 2020 - Feb 2020

DEWAN PERWAKILAN RAKYAT DAERAH (DPRD)

PROVINSI JAWA BARAT

Intern Staff of Fraksi Demokrat

- Have reviewed Pasar Pusat Distribusi's policy based on Undang-Undang Pasal 33 of 1945 as a project undertaken during the internship.
- Learned to make a policy brief, communicate with stakeholders, arrange and present the results of the study well, and to make policy research comprehensively.

Nov 2020 - Feb 2021

PUSAT STUDI POLITIK DAN DEMOKRASI

UNIVERSITAS PADJADJARAN

Research Assistant

- Had responsible to reviewed Undang-Undang Komisi Pemberantasan Korupsi Revision as a project that work together with KPK.
- Make an interview guidelines independently, communicate with stakeholders, make an interviewed transcript, arrange and present the results of the study well, and make research comprehensively.

Jan 2021 - Present

FREELANCE INVITED SPEAKER AND

MODERATOR

Professional Speaker

- Invited as speaker in several national events, that held by Kementerian Komunikasi dan Informatika Republik Indonesia in Digital Literacy Webinar. Lasya was explained about the importance of digital skills and digital culture in the digital-era.

Professional Moderator

- As well as invited as moderator by several officials, e.g. BNI Syariah, Padjadjaran University, and Dinas Perpustakaan dan Kearsipan Daerah Provinsi Jawa Barat as proven to stronger my public speaking skill.

March 2021 - Present

JAFRA COSMETICS INDONESIA

Manager Team

- Jafra Cosmetics Indonesia is one of the largest Multi-Level Marketing company in Indonesia who engaged in beauty industry. Lasya became Manager of Jafra Indonesia after she can achieve the sales target to sell 30 million rupiah Jafra product every month.
- Managed the marketing strategy to achieve 30 million rupiah sales target every month with 70+ members in team.
- Analyze and evaluate the team progress and recommend the alternative marketing strategy to achieve the target.

PROJECT EXPERIENCES

Mar 2018 - Aug 2018

EVENT ORGANIZER OF PRABU 2018: UNPAD FRESHMAN ORIENTATION

- Prabu is an annual Unpad Freshman Orientation, managed by trustworthy Unpad students as committee, joined by 7000+ Unpad freshman.
- Trusted as the Event Organizer for my event-organizing and creativity skill, while succeeded to accelerate it's concept with external sponsors.

Oct 2018

MAIN SECRETARY FOR SEMINAR NASIONAL SOSIALISASI EMPAT PILAR KEBANGSAAN

- Seminar Nasional Sosialisasi Empat Pilar Kebangsaan ia an annual event, held by MPR-RI and Padjadjaran University, with it's main objective to socialize on Empat Pilar Pancasila.
- Trusted as the Main Secretary by the Project Manager and managed the relation directly to MPR-RI, it increase my ability in relation-building.

Sept - Oct 2019

EVENT-PLANNER MANAGER OF REVOLUSI 2.0: POLITICAL SCIENCE FRESHMAN ORIENTATION

- Revolusi is an annual Political Science Freshman Orientation, managed by trustworthy Political Science students as committee.
- As an Event-Planner Manager, she managed directly to the Project Manager and succeeded accelerate the orientation program with parliamentary debate simulation
- Worked together with 13 members of event-planner team.

ORGANIZATIONAL EXPERIENCES

Sep 2014 - Mar 2015

IKATAN OSIS SE-KOTA BEKASI ZONA III (IKOSI)

Head of Secretary

- Organized administrative stuff and do scheduling, in order to keep it organized.
- Established the good relations between IKOSI and external institution.

Jul 2015 - Mar 2016

ORGANISASI SISWA INTRA-SEKOLAH (OSIS) SMAN 11 BEKASI

Chairperson of Student Council (Ketua OSIS)

- Managed the organization works and determine the purpose & the direction of organization.
- Arranged the organization program to developed the leadership skills of SMAN 11 Bekasi students.
- While Lasya being Chaiperson of Organization, OSIS SMAN 11 Bekasi was awarded as the best OSIS in compiling administration category from Pemerintah Kota Bekasi.

Feb 2019 - Feb 2020

HIMPUNAN MAHASISWA ILMU POLITIK (HMPSIPOL UNPAD)

Head of Secretary

- Organized administrative stuff and do scheduling, in order to keep it organized.
- Create and recommend the program timeline of organization to the all organization staff

March 2019 - March 2020

PAGUYUBAN DUTA BACA JAWA BARAT

Coordinator of Bandung City

- Established the good relations between Dinas Perpustakaan Jawa Barat with Pemerintah Provinsi Jawa Barat.
- Organized the literacy events such as, Literacy's Day, Jawa Barat Mengajar, book review event, and library visited event. Also, attended in every literacy event in Bandung.

ACCOMPLISHMENTS

March - Sept 2021

PUTRI PADJADJARAN INTELEGENSIA 2020

Awarded as Putri Intelegensia Padjadjaran 2020 and chosen to be Top 5 of Putri Padjadjaran 2020 measured by public speaking, critical thinking, intelligency, and inter-personal.

Feb 2020

PUTRI FISIP UNIVERSITAS PADJADJARAN 2020

Awarded as Putri FISIP UNPAD 2020 that will be represented Social and Politics Faculty in the election of Putra Putri Padjadjaran 2020.

Nov 2019

CIMB NIAGA SCHOLARSHIP AWARDEE 2019

Brand Ambassador of CIMB NIAGA Scholarship

- Chosen as one of CIMB Niaga Scholarship achievers from 20.000+ participants.
- Awarded as Ambassador of CIMB NIAGA Scholarship Program measured by achievements during college, personalities and attitudes.

March 2019

TOP 10 DUTA BACA JAWA BARAT 2019

Finalist of Duta Baca Jawa Barat 2019 election held by Dinas Perpustakaan dan Kearsipan Daerah Provinsi Jawa Barat