

CURRICULUM VITAE

PUTRI AMELIA

Social Media Manager

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Pegangsaan Dua Kelapa Gading, Jakarta Utara

PERSONAL PROFILE

"Learning without limits" has been my life motivation and made me absorb new knowledge and develop hard skills & soft skills. From the journey of my life has made me a strong, independent person and a hard worker. My work experience started in the field of Entertainment on 2016 - 2020 (as Freelance MC/Host, Singer, Dancer, Model), then to be involved in Tourism Industry by become the Ambassador (Beauty Pageant). And since 2017 I started my career in Marketing Departments & Creative Industries (Digital Marketing, Content Creator, Content Writer, Graphic Design, Brand Awareness, KOL Specialist, Promotion) until now I become Social Media Manager and as Head of Creative in a well known Beauty Salon Company in Indonesia.

WORK EXPERIENCE

Marketing Communication

Best Western Mangga Dua Hotel | October 2017 - February 2018

- Advertising, online promotions, hotel branding, campaigns
- Social Media Management and Creative Projects

Personal Assistant

PT. Marlis Energi Abadi (MEA) | October-December 2018

- Translator with Foreign Clients in Meetings
- Administrative support, organising meetings, controlling access to the executive

Head of Marketing

Cinta Beauty Glow | July - October 2021

- Digital Marketing, Direct Marketing, Marketing Strategies
- Beautician Manager

Social Media Manager & Head Creative

Rainbow Sulam Alis & Silantik Eyelash | September 2021 - 2 May 2022

- Social Media Management, Creative Concepts, Advertising Concepts, Graphic Design
- KOL Specialist, and arrange all Promotional Projects
- Marketing Strategies

EDUCATION BACKGROUND

Universitas Islam Indonesia

Bachelor of Environmental Engineering | 2014 - 2018

- Graduate with GPA 3,22

ACHIEVEMENTS

- 2012 Purna Paskibraka Indonesia Balikpapan
- 2013 1st Runner Up Duta IM3 Balikpapan
- 2013 IM3 Ambassador Balikpapan Favorite
- 2016 3rd Runner Up Duta Wisata Manuntung Balikpapan 2016 Miss Tourism East Kalimantan
- 2016 Miss Tourism Indonesia Talented 3rd Runner Up Miss Tourism Indonesia
- 2016 Miss Sport Tourism Indonesia
- 2017 Miss Tourism Queen of The Year Indonesia 2016 (in Shanghai) 2017
- Earth Hour Balikpapan Ambassador

SKILLS

SOFT SKILLS

Strong Communication Skills

• Creative Thinking

• Negotiation Skills

• Collaboration & Teamwork

• Problem Solving

• Emotional Intelligence

HARD SKILLS

• Canva Specialist

• Video Editor (by apps)

• Microsoft Office

• Copywriting

• Entertainer (Singer, MC/Host, Modeling, Dancer)