

## PROFESSIONAL EXPERIENCE

- Apr 19 - Present     **PT Mobile Premier League Indonesia**  
*Public Relation (PR) Associate ( Apr 19 - Feb 22) PR Senior Associate (Feb - present)*
- Develop the strategic Public Relations key strategy to maintain the awareness and publicity during Piala Presiden e-Sport (PPe) 2020 & 2022 (largest national e-Sport event supported by Indonesia Government) resulting in more than 200 media impression in 3 days during PPe 2022.
  - Develop and review PR collaterals not limited to **press releases, story pitches, presentations, and media event briefing documents** to support MPL 360 Brand Campaign in the media resulting the improvement on the brand awareness of MPL in the eye of media.
  - Develop engagement strategy with the government and e-Sport key stakeholder to support the company's business objective by building and nurturing the relationship.
  - Building the awareness of MPL Indonesia in the media, from the marketing and corporate point of view since MPL launched on April 2019.
  - End to end process in term of selecting, negotiatin, briefing and launching **Baim Wong** as Brand Ambassador of MPL Indonesia.
  - Managing & executing all PR events (internal & external).
  - Monitoring, analyzing, and reporting on organic media coverage on a regular basis.
- Jun 17 – Apr 19     **PT Deloitte Konsultan Indonesia**  
*Secretary (Jun 17 - Mar 18) Associate (Mar 18 - Apr 19)*
- Collecting financial data and preparing weekly and monthly reports in relation to net service revenue (NSR).
  - Organizing, Planning and Executing Deloitte Risk Advisory (RA) internal event; **Awesome Residential** (Deloitte RA annual education workshop event) and **RIC** (Inter-university competition with the intention to develop the next generation of critical thinkers, innovative and risk-inclined individuals).
  - Collaborating with the internal stakeholder to provide information related to financial procedure and administration.
  - Expense & Reimbursement verification to make sure allign with the company regulation.
- Jun 16 – Jun 17     **PT AECOM Indonesia**  
*Project Assitant*
- Assisting on preparation of documents for internal process and approval.
  - Schedule and organize activities such as meetings, travel, conferences and department activities for all members of the department.
  - Provide general clerical support to the team and support any ad-hoc assignments assigned by the team leader.

## EDUCATION

- 2017 - 2019     **Bina Nusantara Online University**  
● Bachelor of Management, Majored in Business Management (GPA: 3.34/4.0)
- 2013 - 2017     **Tarakanita School of Communication and Secretary**  
● Diploma, Majored in Secretarial Studies (GPA: 3.30/4.0)

