

RACHMATIKA DWI SUSANTI

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SUMMARY

10+ years of experience in the areas of Franchise Management, Sales, Operations, Business Development, Services, Offline and Online Marketing, SEO, Event Management, and General Affairs. Demonstrated record of exceeding KPI targets, managing turnkey projects, and driving operational excellence. Strong focus on business growth, continuous improvement, training, branding, customer satisfaction, and retention.

EXPERIENCES

PT. Prima Edu Pendamping Belajar (Zenius Education) | Mar 2023 - Present

General Manager Operations

- Oversaw the headquarters operations of Zenius' offline learning Business Unit (OMO) under the brand "New Primagama".
- Led 30+ New Primagama franchise businesses covering areas in Sumatera, Tangerang, Cilegon, Serang, Jakarta, and Bekasi to focus on business growth and sustainability, resulting in a 15% year-on-year improvement in new students and revenue.
- Initiated English Learning Language development projects focusing on IELTS Preparations and short-course holiday program

EF Kids & Teens Indonesia | Nov 2018 - Mar 2023

Center Director

- Responsible for the P&L of EF Center, resulting in 44% growth in revenue, 5% growth in new students, and 10% increase in retention.
- Responsible for all daily operations in the center including sales and marketing, general affairs/maintenance of the building, and academic department.
- Monitored staff daily tasks such as class scheduling, daily sales follow-up, and appointments in total 12% conversion, in-school projects, and attendance.
- Conducted regular training courses to center staff on kid's health and safety to remain up to date on standards and procedures once in a month, resulting in a safe, happy, and stimulating environment for children.
- Ensured that center facilities are safe for children and comply with laws and regulations.
- Managed the supplies of materials and equipment required for the center's operations.
- Interviewed, hired, and trained new staff members, ensuring they met all policies and legal requirements with 90% retention staff.
- Developed marketing and communications plans.

Achievements:

1. Best Marketing Performance 2022 - EF Bogor Pajajaran.
2. Best Study Abroad 2022 - EF Bogor Pajajaran.
3. Best Recognition for exceeding 1000 students 2022 - EF Bogor Pajajaran
4. Best Center of The Year 2020 - EF Tebet.
5. Best Sales Team 2020 - EF Tebet.
6. Best Marketing Performance 2020 - EF Tebet.
7. Best Academic Team 2020 - EF Tebet.

Wall Street English Indonesia | Aug 2014 - Oct 2018

Online Engagment Specialist (Mar 2018 - Oct 2018)

- Developed and managed integrated digital campaigns across social media (organic and paid) with 49% highest conversation.
- Handled 8 Instagram Accounts (1 WSE main account + 7 WSE center accounts).
- Initiated creating monthly content plans for all of Wall Street English's Instagram accounts.
- Developed and maintained an engaged online community, monitored and moderated followers' interactions, and response creation to followers.
- Monitored analytics and performed to ensure social media presences were optimized for high conversion.
- Implemented an annual operational plan for the social media function.

Marketing Communications Specialist (Apr 2017 - Mar 2018)

- Supervised internal and external communication.
- Managed all administrative things related to centers' needs.
- Deal with vendors related to current projects.
- Supervised marketing support materials distributed to all centers.
- Managed traffic for creative and production projects.
- Managed and reported all merchandise and Welcome Pack activities to the superior and finance department, including purchase order
- Handled and reported petty cash marketing to the finance department.
- Assisted in the production of ongoing on the team.

Educational Consultant (Oct 2015 - Mar 2017)

- Closed sales on monthly Individual budgets.
- Maintained relationships to maximize referrals and renewals.
- Provided excellent follow-up service to students.
- Showed dedication to ensuring students reach their educational goals.
- Dealt with any issues or problems that may have arisen and ensure these were addressed to the student's satisfaction.
- Specialized in assisting particular kinds of students or particular educational needs.
- Helped parents/students and organizations with educational planning.

Achievements:

1. Top 2 Quarterly Best Sales Performance, Jul - Sep 2016.
2. Top 5 Educational Consultant of The Month, Jul 2016.

Service Officer (Aug 2014 - Sep 2015)

- Reserved classes for students and made follow-up calls.
- Helped with the arranging of center events such as monthly student parties, and staff gatherings.
- Provided basic administrative support to the center.
- Supported the sales division to hit their internal sales by giving excellent service to current and prospective students.
- Handled Complaints.

Achievements:

1. Best Service Officer, Jul 2015.
2. Best Service Officer, Feb 2015.

ILP Indonesia | May 2013 - Jul 2014

English Teacher

- Prepared materials for fun learning.
- Prepared Weekly Progress Report for parents and manager.

INASOC (Indonesian SEA Games Organizing Committee) | Nov - Dec 2011

Liaison Officer

- Accompanied and assisted international delegates.

ASEAN+3 Youth Inventors Expo | Jun 2011

Liaison Officer

- Accompanied and assisted international delegate from Singapore from 5 - 9 Jun 2011.

Achievement:

1. The Best Relationship with Participating Youth.

Radio Budi Luhur | Sep 2010 - Jul 2014

Program Director and Chief Announcer

- Created and organized yearly events from yearly plans.
- Maintained good relations with other vendors and media.
- Maintained new programs and worked closer to all divisions.
- Managed all divisions' work as their parts and made improvements and new updates every day.
- Created Innovative Programs.
- Created SOP / Blue Prints.
- Hired new members.

EDUCATION

Universitas Budi Luhur, Jakarta

Bachelor in Economics - Accounting

- Affiliation : Radio Budi Luhur.
- GPA : 3,42.

SKILLS AND ADDITIONAL INTERESTS

- Software : Microsoft Project, Adobe Photoshop.
- Certifications: License to Hire EF Kids & Teens Indonesia, Mastery 2 - Wall Street English Indonesia, Merry Riana Campus Ambassador 2013.
- Interests: Graphic Design, Video Editing, Master of Ceremony, Art and Craft, Decorating, Travelling.

REFERENCES

Available upon request