

# Kartika Ajeng Larasati

## Freelancer

### Contact

#### Address

Panglima Sudirman  
Manunggal, 12, Malang, East  
Java.

#### Phone

(+62) 81333931997

#### E-mail

kartikaalarasati@gmail.com

### Skills

Relationship Building(Good)  
Opportunity Identification  
(Good)  
New Business Launch(Very  
Good)  
Illustration(Good)  
Customer Service(Good)  
User Interface Design (Good)  
Microsoft Office(Very Good)  
Creating Content(Very Good)  
Photography&Videography(Go  
od)

### Activities and

#### Interests

Social Media Marketing  
Content Creator  
Design Graphics  
UI Design

### Profile

I'm a creative, enthusiastic, initiative, reliable, responsible and hard working person. Mature team worker and adaptable to all challenging situations. I'm able to work well both in a team environment as well as individual. Im able to work well under pressure and adhere to strict deadlines.

### Hobbies

I like to listen to the music while I imagining scene that suits the lyric. Multitask is a must for an owner of small business. I spent a lot of my time to develop my skills by learning and look up new trend on social media platform.

### Work History

2018-07 – 2018-10

Internship Student • *PT. Telkom • Malang, East Java*

- Applied b2c marketing to deliver products to more than 60 SME business in Malang.
- Give solutions and provides information to customer by phone, e-mail, or in-person.
- Executed gathering event for launching new products.
- Close order more than 1 million rupiah of total transaction in less than a week.
- Identified appropriate marketing channels and target customers for champaigns.
- Do presentation and negotiation to customer (door to door marketing).

2019-01 – 2020-01

Administrator • *PT. Nusa Wijaya Trans • Jakarta, West Java*

- Managed invoicing in order to avoid late payment and achieve clear due date to customer.
- Collected, and distributed information to employees.
- Prepared monthly and deliverable-based invoicing.

2021-04 – *Present*

Small Business Owner • *Angmil.mlg • Malang, East Java*

- Achieved clear and transparency finance by using business software package.
- Collaborated with team of 4 in the development of F&B Business.
- Studied market to determine optimal pricing of goods and services.
- Create content for social media marketing by using Google Analytics and Insight tools.
- Settled loan payment on F&B Business in 3 months

- Achieved collaboration with local coffee shop in order to increase brand awareness.
- Resolved product issue through consumer testing.

2021-09 – Present

*Content Creator • Dezzava Karya Perkasa • Malang, East Java*

- Do brain storming ideas.
- Do copy writing, create moodboard, and research for hashtag.
- Managing and planning each content that goes on.
- Do weekly report and presentation.
- Do social media marketing including FB Ads, IG Ads, etc.

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## Education

2015-2019

**GPA 3.5**

*Bachelor of Economics • Brawijaya University • Malang, East Java*

Management

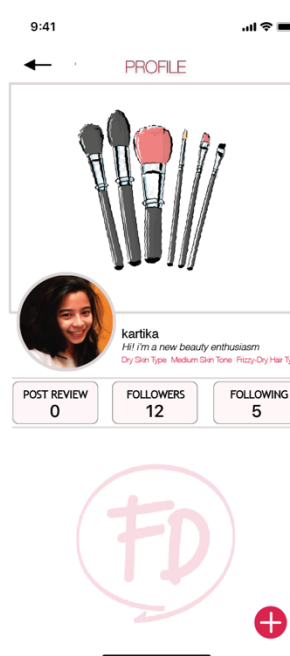
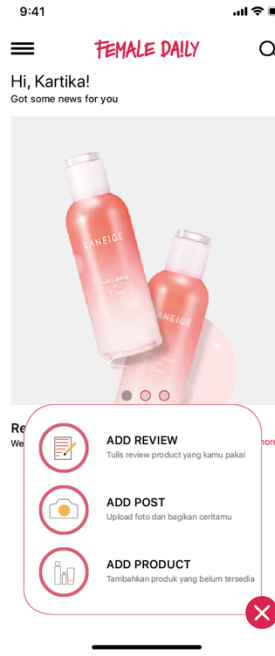
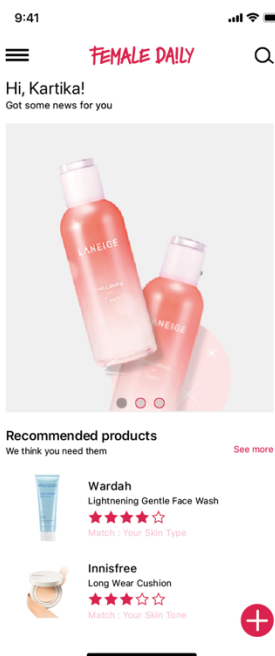
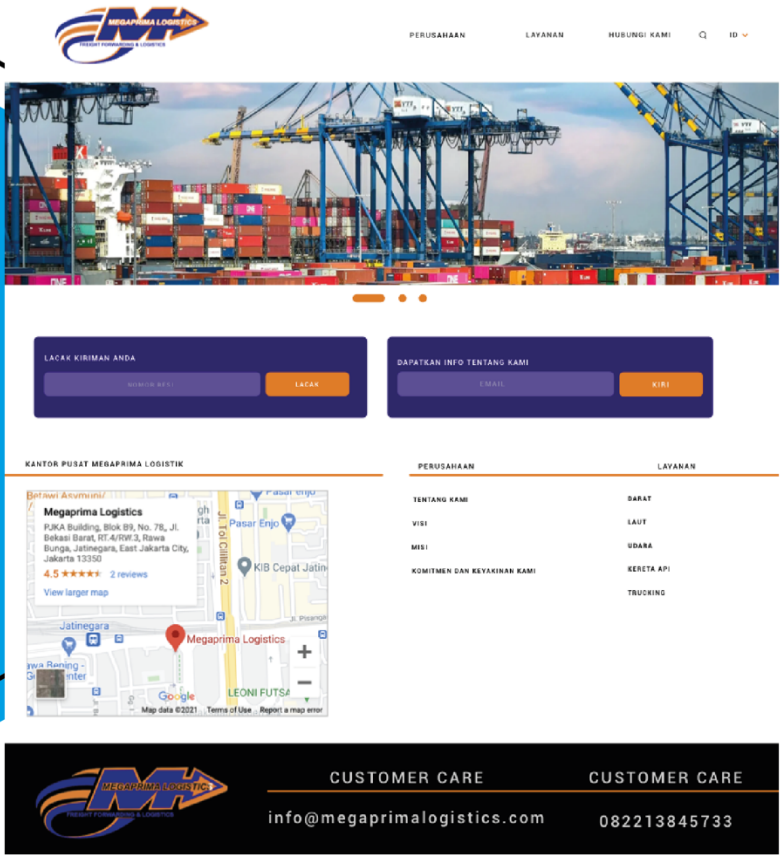
- Thesis Completed: "PENGARUH CORPORATE SOCIAL RESPONSIBILITY TERHADAP CITRA PERUSAHAAN PT. BNI (PERSERO), TBK (Survey Pada Pengunjung Café Sawah Desa Wisata Pujon Kidul).
- Member of HMJM (Himpunan Mahasiswa Jurusan Manajemen).
- Member of Management Edutainment as Marketing Staff.
- Member of Management Cup as SPV.
- Member of Dies Natalis Faculty of Economics and Business as event coordinator.

2012-2015

*Senior High School of 2 Malang • Malang, East Java*

- Elected to English Division for OSIS in 2014
  - Elected Captain of Volleyball team
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# PORTOFOLIO



CRAVING 4 STUFF

