



# YOUETTAA RICHJOHN ASALI

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Malang City, East Java

Freshgraduate in Business Creation from Bina Nusantara University with the completion of 3.5 years of education who have an interest in operating data and are skilled in using Microsoft Office. Interested in the sales process in business, development, marketing, and administration. Has 14 months experience in ecommerce for managing campaigns to attract people and run on time, and also can work as a team or individually. Like to learn new things and deepen them until can show useful results.

## Work Experiences

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### Schoters by Ruang Guru

Jul 2023 - Present

#### CRM Specialist Intern

- Analyze customer data, transactions, markets, and recommendations that can be given to improve product campaigns. Make attractive offer for scholarship registration abroad and class recommendations to >100 customers who are loyal to register
- Built out the raw data and reporting infrastructure from the ground up to provide real-time insights into the product marketing funnels
- Conduct blast forms to customers regarding updated information and increase offers to provide further key recommendations. Prepare and inform the results of the analysis to the marketing and product team to improve campaign performance

### PT Global Digital Niaga (Bibli.com) - Jakarta

Mar 2022 - May 2023

#### Content & Promotion Intern

- Responsible and handling end-to-end for campaigns (homepage, banner requests, promos, selecting products, shopping component, voucher, and placing campaigns for website & apps). Control and processing input SKU data of over 10.000 items
- Arrange promo schedules, concepts, monitor implementation activities on time, & inform the team if there is a nearby promo. Succeeded to manage more than 20 brands
- Assist and boost sales performance in creating landing pages for more than 10 new sellers in 3 cities
- Coordinate with the creative team, business relations, and marketing for day-to-day
- Develop and implement big projects that possible to do every day, month, or yearly (Double day, payday, anniversary, etc). In weekly can make more than 10 campaigns

### Toko Bahan Kue - Malang

Jul 2021 - Present

#### Buisness Owner

- Responsible for store management and business. This newly run business is now able to receive >70 people per day and is also working with several catering UMKM to provide stock of raw materials
- Manage product inventory, including placing, counting, and keeping >40 items in stock to produce good visuals
- Guide and direct employees to be able to serve and do the job well, increase 10% sales from worker hospitality
- Maintain business cash flow that will be used for product purchase turnover, paying salaries, equipment, supplies, and other needs
- Set up an operational system at the cashier so that payments and customer shopping inputs run well with transactions of more than 70 bills. Providing EDC and QR machines as tools to facilitate payment

## Education Level

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### Universitas Bina Nusantara - Malang

Sep 2019 - Apr 2023

#### Business Creation, 3.84/4.00

- Learn about Digital Marketing, Accounting, Marketing, HR, Statistics, Innovation, UI, UX, & Business Plan as a basic understanding for running a business. Do a good pitch deck and achieve awards from several competitions
- Conduct research interviews to collect data in the thesis and completed the final trial with satisfactory results with nvivo tools entitled "Persepsi dan Preferensi Pelanggan dalam Keputusan Pembelian Sayur Kentang secara Berulang"

### SMAK Kolese Santo Yusup - Malang

Jul 2016 - May 2019

- Succeed being class X treasurer who will manage finances for class interests and needs, such as printing schedules, photocopies, class events, etc
- Become the class POR (Sports Week) committee as a consumption and reward session

## Organizational Experience

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### UKM Band - Malang

#### Treasurer

- Create a new financial report from the results of the performance evaluation
- Responsible for the flow of finance used

## **UKM Band**

### *Secretary*

- Coordinating the team in drafting event concepts, arrange schedules, and making meeting minutes
- Compile evaluation reports for each activity carried out ends as an understanding of each member to correct their responsibilities
- Improving and assisting the chairman in designing further work programs for the development of the UKM Band even more for the benefit of the campus

## **OSIS SMPK Kolese Santo Yusup I**

### *Treasurer*

- Routine in collecting dues from each member and compose reports for well-collected financial data
- Responsible for reorganize the income and expenditure of funds in each activity

## **OSIS SMPK Kolese Santo Yusup I - Malang**

### *Entrepreneurship Member*

- Assist and organize in operating the school canteen
- Coordinate the administration of the student equipment section
- Practice members of the new regeneration to be responsible for operate the course of entrepreneurship

## **Skills, Achievements & Other Experience**

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- **Hard Skills:** Able to use Microsoft Office (Word, Excel, Power Point, Outlook), do editing, Canva, Wordpress, Google (Docs, Spreadsheets, Forms), Trello
- **Soft Skills:** Responsible in tasks, Adaptable, Good Communication, Discipline, Time Management, Creativity, Solution-Oriented, Management, and Good teamwork
- **Projects** (2022): Running a potato distribution business so that it can develop by innovating to produce potato chip products as one of the income
- **Achievements** (2021): Favourite Idea of event Idea Pitching Competition
- **Achievements** (2021): Top 10 LBFest National Business Plan Competition
- **Achievements** (2021): Best Promising Idea Star-Up Pitching Day