



NI PUTU INDAH ANGGARAENI

Marketing - Brand & Profit Growth Specialist

South Denpasar-Bali | +62 81339103906 | indah.anggaraeni@gmail.com

CAREER SUMMARY:

Solution-oriented in Marketing Communication for Business (Profit Strategy & Brand Image) for 4 years, with 8 years of project management & leadership experience in teamwork. Graduated as a Cum Laude student in Communication (Mass Media & PR) and continuously learning.

WORK EXPERIENCE:

Bali Treasure Properties - Real Estate

Brand Development Manager | January 2023 - February 2025 | Full Time Contract - On Site

- Partnership strategy & maintenance for company
- Customer relationship management with MailChimp & Monday
- Reporting & budgeting for marketing division
- Collaborate with Social Medi Manager for content production

Asamula Bali - Curated Indonesia Designer Brands

Social Media Specialist | April 2024 - now | Freelance

- Instagram planning, strategy, analysis, & reporting
- Creative director for content production
- Graphic designing, photoshoot, video shoot for Instagram activity
- Collaborate with shop assistant and shop manager for product update

Bali Quad Discovery Tours

Social Media Specialist | September 2024 - now | Freelance

- Instagram, Facebook, TikTok & Website planning, strategy, analysis, & reporting
- Creative director for content production
- Graphic designing, photoshoot, video shoot for social media & website activity
- Meta ads activity
- SEO activity for social media and website

Summarecon Samasta Lifestyle Village Bali

Multimedia & PR Officer | August 2021 - November 2023 | Full Time Contract - On Site

- Produce key visual (graphic, video, & photo) for social media & offline marketing promotion
- Meta Ads & KOL management
- Media relations and press release for all events

Pasporsehat.com - PT. Teknologi Layanan Pelanggan

Marketing Communication Coordinator | June 2021 - May 2023 | Seasonal - Remote

- Strategy advisor for market research & long sustainability marketing
- Ads specialist for digital & offline promotion
- Coordinate marketing & public relations task with graphic designer and videographer
- Media relations & press release

Ganeca Digital - PT. Ganeca Digital Cerdas

Digital Marketing & Public Relations | August 2020 - March 2021 | Full Time Contract - Remote

- Brand specialist for any products of PT. Ganeca Digital Cerdas
- Ads specialist for online & offline marketing
- Leading the digital marketing team (event, graphic designer, & soc-med admin)
- Coordinate with General Marketing Manager for campaign & events

International Affairs - Widya Mandala Catholic University Surabaya

Public Relations | August 2019 - December 2020 | Part-time - Remote/Hybrid

- Multimedia staff for visual production on social media and prints
- Assisting the Widya Mandala University's International Affairs Head
- Content writing for after-event press on the university's official website
- Collaborating with Widya Mandala University's Public Relations division

Kompas Corner Surabaya - Harian Kompas & Widya Mandala Catholic University Surabaya

Human Resource & General Affairs Head | August 2018 - March 2020 | Part-time - On Site

- Checking & monitoring stocks at the Kompas Corner area
- Updating the newest books collection with Harian Kompas Gramedia
- Budgeting about general affairs with University of Widya Mandala Surabaya
- Setting the volunteer vacancies for several annual/semester events

EDUCATION:

2017-2021 | Widya Mandala Surabaya Catholic University

Bachelor of Communication Science (Mass Media & Public Relations) | GPA 3.94

SKILLS:

- Adobe Photoshop, Adobe Illustrator, CapCut, Figma, and Canva.
- Search Engine Optimizer (SEO) and Search Engine Marketing (SEM).
- Email marketing with MailChimp & Google Mail.
- Market research with data analytics (Quantitative and Qualitative).
- Team management (Remote and On-Site).
- Planning, analysis, reporting, and evaluating marketing and public relations activities.
- Memorandum of Understanding (MoU) for marketing & business partnership.