

## Ismatul Kamilah

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### About

A graduate of the Associate Degree in Marketing Management from Telkom University in 2022. Currently working as a Business Development Associate at Lamudi Indonesia. I have a strong interest in pursuing a career in all areas of marketing (digital marketing, social media marketing, and sales marketing). However, I also have a high interest in working in other fields, as I enjoy trying new things that I haven't experienced before.

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### Skills

- Digital Marketing
- Microsoft Office
- Google Business & Google Analytics
- Wondershare filmora
- Canva
- Salesforce

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### Experience

#### PT Lamudi Classifieds Indonesia (Jakarta, Indonesia)

*Business Development Associate* (November 2024 – Juny 2025)

- Visiting companies to build relationships and expand market reach
- Utilize Salesfore software for data processing and client data recap
- Communicate with client via calls and whatsapp
- Manage and maintain each client's account
- Finding potential new acquisition client in business development area
- Meeting and presentation with decision maker in the company

#### PT Kreasi Handal Selaras (Jakarta, Indonesia)

*Sales & Marketing Officer* (September 2023 - Oktober 2024)

- Finding potential new clients on various social media platforms (LinkedIn)
- Maintaining good relationships and communication between the company and clients
- Creating content ideas and captions for social media (Instagram and WhatsApp)
- Developing content calendars for the upcoming months
- Conducting field visits to maintain good relationships between the company and clients
- Preparing quotations for clients

#### Picasso Home Indonesia (Jakarta, Indonesia)

*Sales & Marketing Associate* (June 2023 - September 2023)

- Finding potential new clients on various social media platforms (LinkedIn, Instagram)
- Maintaining good relationships and communication between the company and clients
- Preparing price quotations
- Visiting companies to build relationships and expand market reach
- Convincing clients by providing exceptional service to all clients
- Setting up rooms (apartments, hotels, houses)

#### PT Jahit Andalan Indonesia (Jakarta, Indonesia)

*Intern Business Development* (March 2023 - June 2023)

- Building relationships with potential new clients
- Maintaining good relationships between the company and clients
- Creating new strategies to increase the company's brand awareness
- Successfully reached the target and produced a total of 90 bags
- Monitoring and supporting clients to identify their needs, ensuring maximum satisfaction

#### PT Mojadi Aplikasi Indonesia (Jakarta, Indonesia)

*Intern Business Development & Marketing Specialist* (February 2022 - July 2022)

- Planning marketing strategies for the company
- Establishing good communication and relationships with external parties
- Expanding the target market reach
- Conducting competitor analysis to create differentiation and uniqueness for the company
- Developing the company's segmentation, targeting, and positioning
- Creating advertisements for social media (YouTube, Instagram)
- Organizing, planning, and executing events to enhance brand awareness and market reach

#### UMKM Narcheese Tea (Bogor, Indonesia)

*Marketing Planner* (October 2021 - January 2022)

- Creating marketing content for social media (Instagram, TikTok)
- Adding and managing Google Business for SMEs
- Developing marketing plans for various offline and online media
- Designing new menus, new packaging, and a new logo to attract more attention

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### Education

#### Telkom University (2019-2022)

*Associate Degree Marketing Management - IPK 3,8*

#### Al-Ihsan Boarding School (2016-2019)

*Science – Final Score 84/100*

- Top 3 highest UN scores

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### Course & Certification

#### Markplus Institute (March 2022-April 2022)

*Digital Marketing (until May 2025)*