



ALVIA LUTFIATUR ROFIQOH

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Fresh graduate with a Bachelor's degree in Management (GPA 3.93) and experience in marketing, customer engagement, live commerce, business development, and digital marketing. Has experience in achieving sales targets, building customer interactions, managing communications with prospects, and supporting promotional activities through various entrepreneurial projects and organizations. Possesses strong communication, negotiation, and coordination skills and is interested in growing in the fields of marketing and business development.

EDUCATION

Jenderal Achmad Yani University - Yogyakarta 2021 – 2025

- Bachelor of Management (GPA 3.93/4.00)**

Thesis:

The Influence of Electronic Service Quality and Electronic Reputation on Customer Satisfaction at Yomms Spring Roll

PROFESSIONAL EXPERIENCE

PT Kontak Perkasa Futures – Sudirman, South Jakarta

February 2026 – May 2026

Business Consultant – Full-Time

- Conducted prospecting and identified potential customers.
- Establishing communication with prospects to introduce the company's services.
- Building relationships with prospective clients through follow-ups and consultations.
- Providing product and service information tailored to customer needs.
- Support business development and customer acquisition activities.

PT Aneka Busa Indonesia - Yogyakarta Branch

August 2025 – October 2025

Marketing Staff - Full-Time

- Managing live commerce sessions and fostering active engagement with customers.
- Explaining product features and benefits to potential customers during live sessions.
- Supported the company's sales targets with transaction values exceeding Rp150 million in just under 3 months.
- Enhancing customer engagement through responsive and persuasive communication.
- Coordinating with the operations and warehouse teams to ensure a smooth sales process.

BPJS Ketenagakerjaan - Yogyakarta

June 2024 – August 2024

Customer Service - Internship

- Provided services to participants and assisted with administrative needs.
- Interacting directly with participants to support the quality of public services.
- Assist with data management and service processes in accordance with SOPs.

CERTIFICATION

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| • Digital Marketing Certification - BNSP | 2024 |
| • Digital Marketing Training - GeTI Incubator | 2024 |
| • Project Management Training - Javas | 2024 |

PROJECT

SME Mentoring - Pawon Teges

2023–2024

Digital Promotion Admin & Support

- Assisting with SME business promotion and development.
- Updating product information on SME digital platforms.
- Supporting the management of Instagram and Shopee accounts as promotional channels.
- Assist in compiling business data and information for SME development needs.
- Conducting market and customer needs analysis.

Naybika Crunchylicious – Achmad Yani Young Entrepreneurs (AYMP)

2023

Marketing Team

- Manage product marketing and promotional activities.
- Collaborating on sales strategy development.

ORGANIZATIONAL EXPERIENCE

Coordinator of the National Webinar on Management & Accounting	2023–2024
• Managed media partners and event publicity activities. • Coordinated with various parties to increase participant engagement.	
President of the Unjaya Debate Club 2023	
• Leading and managing the organization’s work programs. • Coordinating more than 50 members in various activities.	
Student Ambassador – Halo Learn	
• Served as a liaison between students and the Halo Learn educational program. • Supporting the promotion of the HL program to the target audience of students.	

ACHIEVEMENTS

- Selected for the Ministry of Education and Culture’s 2022 Student Entrepreneurship Development Program (P2MW)
- Participant in the Ministry of Education and Culture’s 2022 Indonesian Student Entrepreneurship (KMI) Expo
- Selected for the Achmad Yani Young Entrepreneur (AYMP) 2023 Funding
- University Representative at the 2023 National Military Academy Seminar

MARKETING SKILLS

Digital Marketing

- Digital Marketing Fundamentals
- Content Planning
- Social Media Promotion
- Customer Engagement
- Brand Awareness Support

Customer Relationship

- Customer Communication
- Customer Service
- Building Relationships
- Negotiation
- Presentation Skills

Sales & Business Development

- Lead Generation
- Lead Generation
- Customer Acquisition
- Sales Support
- Business Development Support
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Digital Tools

- Google Ads
- Laragon
- Notion
- Asana
- Microsoft Office (Word, Excel, PowerPoint)
- Google Workspace
- Canva

LANGUAGE SKILLS

- Indonesian – Active
- English – Passive