

Pelangi Dian Wasesa

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PROFESSIONAL SUMMARY

Detail-oriented Business Administration graduate Institute Business and Multimedia ASMI (IBM) combining commercial acumen, cross-functional coordination, and hands-on operational leadership. Adept at administrative workflow optimization, client communication, and target-driven sales execution. Eager to contribute structured problem-solving and revenue growth to a dynamic team. with specialized Digital Marketing and Social Media Marketing training (PPKD Jakarta Pusat, Plan Indonesia). Thrives on rapid upskilling and unscripted challenges, demonstrating end-to-end execution through operating Stark Patisserie. Adept at bridging commercial operations, multi-channel marketing, and cross-functional problem-solving. Recognized for high ambiguity tolerance, proactive learning loops, and the versatility to pivot seamlessly across emerging business priorities, tooling, and dynamic team requirements.

WORK EXPERIENCE

FYP Media - Business Development Intern | 2023 (February)

- Managed B2B relations by offering brand collaborations to company-listed Key Opinion Leaders (KOL).
- Responsible for managing partnerships between KOLs and Brands, successfully achieving mutually beneficial agreements.
- Developed stakeholder management and business negotiation skills relevant to maintaining professional customer relationships.

EDUCATION

Institut Bisnis dan Multimedia ASMI | Bachelor of Business Administration

- **GPA:** 3.28 / 4.00
- **Relevant Projects:**
 - **Final Thesis:** "The Impact of Online Sales on Turnover and Customer Growth for Pempek Garuda Kemayoran MSME" (2025).
 - **Portfolio:** "Stark Patisserie" (2025).

SKILL

- **Hard Skills:** Operations, Data & Document Administration, Financial Literacy, Microsoft Office Suite (Advanced Excel), Regulatory Compliance.
- **Soft Skills:** Adaptability, Professional Communication, Attention to Detail, Interpersonal Skills, Integrity, Solution-Oriented.
- **Languages:** Indonesian.

SERTIFIKAT

- **Digital Marketing Certification** – BNSP (National Professional Certification Agency), Mar 2026.
- **Social Media Marketing** - Plan Internasional Indonesian x Rakamin X PPKD, April 2026