



KATHERINE SABATINI SUMBAYAK

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I am a new level entry chemical engineer with significant experience in other field, having successfully completed a comprehensive plant pre-design for my thesis. Alongside my engineering expertise, I have worked as an Account Executive, developing strong skills in client management and digital marketing, including social media management. I am now actively seeking opportunities in the chemical engineering field and marketing field, offering additional versatility from my professional background. For further inquiries, please reach out via email katherinessaragih@gmail.com.

Work Experiences

HIIP Indonesia – Jakarta, Indonesia <i>Account Executive</i> - Managed key accounts including Phillips Beauty, Adem Sari, VEGETA HERBAL, Head and Shoulders, UNIQLO, Pantene, Vegeta, ABC Sambal, Pocky, GIV, Bilibli, Soyjoy, Paljaya, Omron, inDrive, Kapal Api Group and Medikon, ensuring effective communication and relationship building to meet client needs and expectations. - Developed and executed marketing campaigns tailored to each brand, coordinating with internal teams to deliver creative solutions and achieve desired outcomes. - Monitored campaign performance, analyzed key metrics, and provided comprehensive reports to clients, recommending strategies for improvement and ensuring continuous client satisfaction.	April 2024- Present
Netease Youdao Ads – Medan, Indonesia <i>Influencer Marketing/KOL Specialist Intern</i> - Maintain a diverse portfolio of over 50 KOLs, continually expanding and curating a database of 200+ potential collaborators to meet evolving client needs. - Serve as the primary point of contact between the agency and the client, specifically brands like MINISO for Perfume and Blindbox and Egg Party for Game promotions. - Collaborate closely with KOLs from scripting to video production, ensuring adherence to brand guidelines and campaign objectives.	September-December 2023
Irene Fashion Studio – Medan, Indonesia <i>Freelance Social Media Strategist</i> - Devised and executed meticulous Instagram advertising strategies, proficiently targeting and engaging the intended audience segments, thereby optimizing ad campaign performance. - Innovatively curated and edited compelling content optimized for sales conversion, effectively enhancing the visual appeal and persuasive impact of promotional materials. - Accomplished a remarkable milestone, driving the sale of over 800 products within a mere 10-day duration of the open Pre-Order, showcasing adept strategic prowess and impactful execution.	June 2023
SAI Coworking Space – Jakarta Barat, Indonesia <i>Community and Partnership Intern</i> - Collaborated closely with the Marketing team to strategize and execute an impactful influencer marketing campaign for clients, encompassing planning, outreach, and content collaboration. - Cultivated and nurtured robust relationships between Sai Cowork and tenants, ensuring enduring partnerships. Prioritized long-term collaboration to ensure sustained growth and mutual benefit. - Drove impactful results by procuring over 90 potential partners, a testament to astute networking skills.	Nov 2022 - May 2023
Loker DKI Jakarta.id – Jakarta, Indonesia <i>TikTok Content Creator Intern</i> - Spearheaded the conceptualization and production of captivating TikTok content strategically designed for effective product promotion, harnessing the platform's unique features to engage diverse audiences. - Vigilantly tracked and analyzed audience interaction metrics, including comments and shares, utilizing insightful analytics tools. Skillfully interpreted performance data to fine-tune content strategies, ensuring resonance with viewer preferences. - Eclipsed expectations by successfully amassing a remarkable 70,000 views on a single video, accompanied by an array of pertinent comments that demonstrated an alignment between the content and the audience's interests.	Sep 2022 - Dec 2023
PT Onmaca Cerdas Bangsa – Tangerang, Indonesia <i>Digital Marketing Intern</i> - Conducted in-depth trend analysis across various social media channels, enabling data-driven insights to optimize content strategies and maintain a competitive edge. - Spearheaded the formulation of a comprehensive content pillar aligned with the company's overarching vision and mission, ensuring a coherent brand narrative across diverse digital platforms. - Played an instrumental role in orchestrating engaging parenting webinars, contributing actively to the development and execution of impactful educational sessions, showcasing my commitment to broadening the brand's value-added offerings.	May 2022 – Sep 2023

Social Media Manager Intern

- Actively participated in and contributed to the seamless integration of digital marketing initiatives, harnessing both organic and paid strategies to enhance visibility and drive audience engagement.
- Engaged in a continuous learning process, acquiring profound insights into both the technical nuances of Chemical Engineering and the intricacies of digital marketing, thereby showcasing my adaptability and dedication to holistic growth.
- Employed a blend of creativity and analytical acumen to produce impactful organic and sponsored posts, consistently elevating the brand's online identity and fostering meaningful connections.

Torche Education – Tangerang, Indonesia

Mar 2022 – May 2022

Content Creator Intern

- Innovatively crafted "A Day in My Life" content to strategically showcase the value and allure of internship opportunities, adeptly promoting and positioning the company's internship programs.
- Collaborated effectively with the digital marketing team in the ideation and execution of an organic content campaign for an entire month, meticulously adhering to the content calendar and established content pillars.
- Displayed a keen appetite for learning by delving into both organic and paid marketing strategies, elevating my understanding of marketing dynamics across both realms and further augmenting my skillset.

Mimpee.id – Banyuwangi, Indonesia

Dec 2021 – May 2022

Chemistry Academic Mentor

- Devotedly mentored a cohort of accomplished students, offering them valuable insights and academic support to excel in their studies, all in the pursuit of securing a prominent spot in the highly competitive SNBT 2022 examination.
- Collaboratively orchestrated a platform that harnessed the expertise of esteemed mentors from leading public universities (PTN), strategically tailored to facilitate free and insightful lessons for the benefit of these students.
- Facilitated immersive tutorials and imparted tailored learning methodologies to a diverse cohort of students, adeptly adapting teaching approaches to accommodate varied learning styles and comprehension levels.

PT Sinarmas Agribusiness and Food (SMART) Tbk – Medan, Indonesia

Aug 2021 – Oct 2021

Quality Control and Refinery Dept Intern

- Contributed significantly to the Quality Control and Refinery Department, conducting meticulous assessments and determining specifications for a range of palm oil products, including CPO (Crude Palm Oil), DBPO (Degummed Bleached Palm Oil), RBDPO (Refined Bleached Deodorized Palm Oil), RBD Olein, and Stearin.
- Engaged in groundbreaking research conducted at PT SMART Tbk Belawan, investigating the impact of the Refinery Process (Refinery Plant III) on the quality of RBDPO (Refined Bleached Degummed Palm Oil).
- Collaborated closely with es Acquired comprehensive insights into the intricate processes of transforming CPO (Crude Palm Oil) into RBDPO (Refined Bleached Deodorized Palm Oil) and PFAD (Palm Fatty Acid Destillated) at Refinery Plant II. Demonstrated a keen aptitude for mastering the nuances of these complex processing procedures. teemed mentor Nazli Dwipa Ananta Purba, the Quality Control Section Head.
- Methodically examined and analyzed the multifaceted factors influencing the quality of RBDPO (Refined Bleached Deodorized Palm Oil) at Refinery Plant II. Utilized a meticulous approach to uncover the pivotal variables shaping product quality.

Education Level

Universitas Sumatera Utara - Medan, Indonesia

Bachelor in Chemical Engineering, 3.38/4.00

- Completed a thesis titled "Preliminary Design of a Linoleic Acid Production Plant from Corn through Hydrolysis Process with a Capacity of 6500 tons/year and Special Task for Detailed Engineering Design of the Crystallizer" with an A grade.
- Conducted research titled "The Effect of Lignocellulose from Agricultural Waste on the Characteristics of Activated Carbon with Phosphoric Acid Activation" with an A grade.
- Gained in-depth knowledge and practical understanding through advanced coursework in **Particle Technology, Drying Technology, Renewable Energy, Mixing Technology, and Environmental Risk Analysis**, equipping me with specialized skills in process engineering, sustainability, and industrial operations.
- Actively pursued both university-affiliated and independent internships that enhanced my technical expertise in Chemical Engineering while also fostering strong communication, leadership, and team collaboration skills, which are essential for success in diverse professional environments.

Co-curricular Activities & Leadership

Himpunan Mahasiswa Teknik Kimia Universitas Sumatera Utara - Medan, Indonesia

Nov 2021 – Dec 2022

Publications and Communication Division Member

- Designed and implemented educational initiatives, including collage activities, chemical engineering contests, and event announcements, to foster student engagement and participation.
- Strategically managed the Students' Association's Instagram account with 1,800+ followers, developing innovative content strategies and crafting professional, engaging captions to boost online presence.

Publication and Documentation Division Member

- Collaborated with the leadership committee to conceptualize, develop, and execute content for proposals and social media campaigns aimed at promoting the Chemical Engineering Leadership program to incoming freshmen.
- Managed the technical and operational aspects of Zoom-based activities, including scheduling, troubleshooting, and ensuring smooth facilitation of virtual sessions, enhancing the overall program experience..
- Designed and implemented a strategic social media approach to increase participation rates, utilizing targeted messaging to engage and motivate potential participants.

Himpunan Mahasiswa Teknik Kimia Universitas Sumatera Utara - Medan,Indonesia

Oct 2020 - Oct 2021

Social and Spiritual Division Member

- Spearheaded the creation and management of a cross-channel social media framework to communicate vital updates on condolence notices, charity initiatives, and fundraising campaigns, resulting in increased awareness and engagement.
- Organized and led charity programs, including fundraising activities and donation drives, which successfully supported students in need and contributed to the organization's social mission.
- Provided compassionate support through personal visits and one-on-one engagement with grieving students, fostering a nurturing environment to help them cope and reintegrate into academic life.

Skills, Achievements & Other Experience

Application: Instagram, LinkedIn, Trello, Notions, Facebook, TikTok, Google Analytics, Ms. Office, Hysys, Visio, MATLAB and Canva

Soft Skills: Social Media · Social Media Marketing · Digital Marketing · Copywriting · Content Strategy · Creative Content Creation · Social Media Optimization (SMO) · Community Management · Partnership Marketing · Strategic Partnerships · Community Partnership Development · Building Business Partnerships · Establishing Strategic Partnerships · Partnerships · Teaching Writing · Tutoring

Language: Indonesian (Native Proficiency) · English (Professional Proficiency (TOEFL 570))