

PRINCESSA AYU FATHUR RIZQYNA

princessaayu73@gmail.com | +62 857-1714-3739 | Pasar Minggu, Jakarta | [Portfolio](#) | [Linkedin](#)

A final-year Applied Business Administration student with a strong interest in Human Resources, Digital Marketing, and Business Operations. Experienced in assisting recruitment, handling business administration, and processing digital sales. Motivated to apply practical skills to support business goals in a professional environment.

EDUCATION LEVEL

Politeknik Negeri Jakarta | Depok, West Java

September 2023 – Present

Undergraduate student in Applied Business Administration

GPA: 3.85 / 4.00

Courses: Management, Digital Marketing, Business Correspondence, Business Communication, Logistic.

SMA Suluh | South Jakarta

July 2020 - May 2023

- **Major:** Social Sciences
- **Final Score:** 89.50 / 100

WORK EXPERIENCES

Binawan Group | East Jakarta

August 2025 – Desember 2025

Human Capital Intern

Binawan Group is pioneer in Indonesian manpower development and global placement since 1976.

- Assisted in the end-to-end recruitment and onboarding process utilizing Glints as the primary job portal, screening 200+ candidate resumes per week, and coordinating overall recruitment activities.
- Managed the recruitment database and supported daily HR administrative tasks, such as tracking employee attendance, drafting official correspondence, and processing reimbursements, ensuring 100% data accuracy.
- Assisted in organizing internal company events to support internal communications.

PT Pengelola Aset Islami Indonesia (Minang Kakao) | South Jakarta

June 2023 – Present

Crew Store Freelance

Minang Kakao is an organic, farm-to-bar chocolate producer from West Sumatra, Indonesia, established in 2018.

- Promoted Minang Kakao at 3 public events, collaborating with the team to achieve 125% of the sales target.
- Hosted live streaming sessions on e-commerce platforms to showcase products and interact with viewers.
- Processed daily transactions using the Shopify POS system and managed e-commerce operations by monitoring stock levels, handling customer inquiries, and performing follow-ups to encourage repeat orders.

Palapa Dentist | South Jakarta

January 2024 – February 2024

Admin Support Intern

Palapa Dentists is a professional dental clinic offering comprehensive care since 1980.

- Organized and archived patient documents and clinic records.
- Performed data entry and updated internal databases with high accuracy.
- Assisted in daily administrative tasks to support clinic operations.

PROJECT EXPERIENCES

F&B Brand Development | Project Based Learning

February 2025 – June 2025

Marketing & Creative Lead

- Managed digital branding and content creation by producing 40+ creative assets (Feeds, Reels, and Stories), copywriting, and optimizing Google My Business.
- Executed targeted Instagram Ads and marketing campaigns, successfully achieving 11,000+ Instagram Insights and selling 250+ portions within 3 months.
- Collaborated with the team on business operations, including legal compliance (NIB, NPWP, and business contracts), comprehensive financial reporting, and supply chain management (inventory control and distribution).

MSME Mentoring & Digitalization | Project Based Learning

September 2024 – December 2024

Marketing & Digital Cordinator

- Managed social media presence by designing and editing 20+ creative Instagram contents (Feeds and Stories).
- Developed comprehensive marketing management strategies, including Marketing Mix (4P) and STP (Segmenting, Targeting, Positioning) analysis to optimize the partner's market reach.
- Collaborated with the team on business analysis, including SWOT evaluation, legal administrative support (NIB registration), production operations, and financial planning such as BEP and forecasting.

ORGANIZATIONAL EXPERIENCES

AN Masuk Desa | Himpunan Mahasiswa Administrasi Niaga

April 2025 – August 2025

Art Teaching Staff

- Designed and developed an elementary-level art module consisting of 5+ creative learning activities.
- Collaborated with the creative division to organize 10+ village-based art and cultural activities.
- Engaged with local communities to promote inclusive and joyful learning environments.

Masinis Terapan 2025 | Politeknik Negeri Jakarta

November 2024 – February 2025

Group Mentor

- Actively participated in mentoring 140+ new students during the campus orientation program.
- Guided a group of 20+ participants as a mentor in a series of activities.
- Supported team coordination and created an inclusive and conducive orientation atmosphere.

Kuliah Umum Administrasi Bisnis Terapan 2024 | Politeknik Negeri Jakarta

July 2024 – September 2024

Sponsorship Staff

- Successfully acquired 4 external sponsors, providing product, food, and financial support.
- Organized fundraising activities through small-scale sales to support event needs.
- Prepared sponsorship proposals and handled communication with potential sponsors.

Seminar Administrasi Bisnis Terapan 2024 | Politeknik Negeri Jakarta

July 2024 – November 2024

Media and Publication Staff

- Designed 10+ digital promotional materials, including posters, twibbons, and social media content.
- Managed event social media accounts and conducted live reporting through photo and video documentation.
- Maintained visual consistency across various communication and publication platforms.

SKILLS

- **Language:** Indonesian (Fluent), English (Intermediate).
- **Hard Skills:** Business Correspondence, Basic Digital Marketing, Content Editing, Microsoft Office, Google Workspace, Canva, and Capcut.
- **Soft Skills:** Teamwork, Communication, Adaptability, Time Management, Fast Learner.
- **Certification:** *Bootcamp* Kilat Excel by Harisenin (2025), *Bootcamp* Kilat Social Media by Harisenin (2026).