

# PRESCILA BELLA GUNAWAN

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bit.ly/PortofolioPrescilaBella | Surakarta, Indonesia

## SUMMARY

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I'm a fifth-semester Digital Business major at Sugeng Hartono University. My previous roles as the President of Student Executive Board (BEM) 2023-2024 of Sugeng Hartono University as well as a content creator assistant at Duren Rakyat Restaurant, Surakarta, have cultivated and shown the quality of my leadership, communication, social media, design, and management. In addition, these roles have significantly honed my skills in teamwork, analytical and critical thinking, interpersonal communication, and data-driven decision-making. For my works or projects, I also put attention to details, responsiveness, and communication prowess. Lastly, I am passionate to learn new things, capable of working effectively in teams, and able to adapt quickly to new environments.

## EDUCATION

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**SUGENG HARTONO UNIVERSITY, DIGITAL BUSINESS | Sukoharjo, Indonesia** **Sep 2022 – Present**

**Course** : Digital Marketing, Business Intelligence, Public Speaking for Business, Design Thinking, UI/UX, Web Programming

**CGPA** : 3.57/4.00

**BALI INSTITUTE OF DESIGN AND BUSINESS, DIGITAL BUSINESS PMM | Bali, Indonesia** **Sep 2023 – Feb 2024**

**Course** : Advertising and Branding, Management of Innovation and Creativity, Risk and Strategic Management, Operational Management, Financial Management

**CGPA** : 4.00/4.00

## PROFESSIONAL EXPERIENCE

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**DUREN RAKYAT RESTAURANT | SOCIAL MEDIA ASSISTANT | Surakarta, Indonesia** **Mar 2024 - Present**

- Responsible for shooting 16 Instagram content videos monthly
- Maximizing the increase in engagement of 1 piece of content weekly, and 4 Instagram daily stories
- Achieving an 85% increase in sales in the second monthly

**SUGENG HARTONO UNIVERSITY | CONTENT CREATOR | Surakarta, Indonesia** **Feb 2024 - Present**

- Producing 2+ video contents monthly
- Maximizing the release of 2 contents monthly
- Conducting content research and searching for interesting topics/theme for 2 pieces of contents monthly

## Organizational Experience

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**STUDENT EXECUTIVE BOARD (BEM) | Sugeng Hartono University** **Jun 2023 - Present**

The Student Executive Board (BEM) is the principal student organization at the university level, serving as a liaison between the university administration and the student body

### President

- Representing over 300 students in affairs dealing with university administration, faculty, and external stakeholders, advocating for student needs and interests
- Building and maintaining relationships with over 40 Student Executive Boards (BEM) from other universities in the Solo Raya region
- Organizing a new student orientation attended by over 100+ participants
- Fostering relationships with 8 student activity units (UKM) and 3 student association bodies (HMP)

**YOUTH AND TEENS HEDONA | GBIS Alfa Omega Church** **Jul 2022 – Present**

Hedona is a community of young Christians under the auspices of the GBIS Alfa Omega Church, dedicated to fostering mutual growth

### Financial Staff

- Responsible for managing the finances of an organization of 30+ people
- Successfully managing funds for at least 2 events in one year

- Successfully creating accountability reports for at least 2 events in one year

### **ARTISTIC STUDENT ACTIVITY UNITS (UKM) | Sugeng Hartono University**

**Oct 2022 – Oct 2023**

Artistic Student Activity Unit (UKM) is an affiliated student organization within the university structure, aimed at fostering the development of students' artistic abilities

#### **Financial Staff**

- Responsible for managing the finances of an organization of 50 people
- Successfully collecting and managed funds for 5+ events one semester
- Successfully creating accountability reports for 5+ events in one semester

## **HONORS AND AWARD**

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### **The Best Student of PMM 3 IDB BALI | Bali Institute of Design and Business**

**Feb 2024**

Achieved 1st place as the best student in the independent campus program "Free Student Exchange Batch 3" at the Bali Institute of Design and Business, out of 89 other students

### **Free Student Exchange Batch 3 | Kemendikbudristek**

**Sep 2023 – Feb 2024**

Successfully became one of the 89 selected participants from thousands of students who registered for the independent campus program "Free Student Exchange batch 3" at the Bali Institute of Design and Business

### **Silver Medalist | Pusat Kejuaraan Sains Nasional**

**Des 2022**

Receiving a silver medal in the National Science Championship at college level (Category: English)

### **Gold Medalist | Pusat Kejuaraan Sains Nasional**

**Des 2022**

Receiving a gold medal in the National Science Championship at college level (Category: Indonesian Language)

## **PROJECT**

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### **Community Service Sugeng Hartono University | Assisting Student**

**Jan 2023**

A community service project held by the Sugeng Hartono University to implement the Tri Dharma of Higher Education. Held at SMKN 2 Sragen attended by 100+ students with the theme "Metaverse"

- Responsible for attendance and consumption of 100+ participating students
- Successfully conducting the event

### **Education Expo Karanganyar | Assistant Marketing Student for USH**

**Mar 2024**

Education Expo Karanganyar is an educational exhibition activity aimed at prospective students to become a reference in conducting consultations and seeking accurate information about higher education held in Karanganyar

- Assisting the marketing division of Sugeng Hartono University in promoting the campus to over 200 participating students
- Successfully attracting 100+ students to come to the Sugeng Hartono University booth

## **Skill and Interest**

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**Hard skills:** SEO & SEM, Copywriting, Content Writing, Content Marketing, Paid ADS, Design & Editing

**Soft skills:** Communication, Leadership, Creative, Flexibility, Time Management, Public Speaking

**Interpersonal skills:** Teamplayer, Problem Soliver, Adaptability, Pay Attention, Critical Skill, Analitical Skill

**Software skills:** Canva, Capcut, Adobe Premiere, Hootsuit, Coreldraw, MS Excel, MS Word

**Language skills:** Indonesia (Native) English (Upper Intermediate)

**Interest:** Content Creator, Social Media Spesialist, Digital Marketing