

**YESSI** [yessi.pb.official@gmail.com](mailto:yessi.pb.official@gmail.com) <https://www.linkedin.com/in/yessi-p/>

Has EU Permanent Card and right to work in EU countries

## WORK EXPERIENCE

### OPERATIONS, 2022 - 2023

#### Femarse Inti Mulia, Jakarta, Indonesia

Femarse Inti Mulia is a company in the industry of grocery and related product merchant wholesalers. The huge product is garlic, but the company also sells onions, nuts and dates.

##### Duties and responsibilities:

- Improve the communication between the supplier and the seller, international purchases from several countries especially Asia and Middle East.
- Assisting with daily business activities and administrative tasks.
- Ensure that all operations activities are carried out in a timely and efficient manner.
- Assisting with project management by creating assignments, tracking progress, and resolving issues.
- Customer satisfaction enhancement and customer service coordination.

**Skills:** CS (Customer Service) - CRM (Customer Relationship Management) - Project Management - Communications - Collaboration - Microsoft Office

### MUSIC CONTENT CREATOR & SINGER, 2019 - 2023

<https://www.youtube.com/@yessiunique6222>

I travel a lot to many countries to sing in many events like in company gathering and any company event, wedding, birthday, etc. I also have a YouTube music channel.

##### Duties and responsibilities:

- I make and design the music content.
- Record, edit the vocal and the music instrument.
- Edit the video music content.
- Maintain the feedback of the viewers.

**Skills:** Marketing - Adobe Audition - Photoshop - Audacity - Canva - Movie Maker - Content Management

### ONLINE BUSINESS, 2020 - 2021

**Maineral, Online** | <https://www.instagram.com/maineral.id/>

My family and me have e-commerce business called Maineral which is homemade products like floral salt and aromatherapy candle and we sell it online via e-commerce platform.

##### Duties and responsibilities:

- Arrange the business and product from the scratch like choosing the name and the design of the products.
- Marketing strategy via social media and e-commerce platform.
- Maintain the consumer feedback.

**Skills:** Project Management - Business Strategy - Marketing - Content Management - CRM (Customer Relationship Management) - Social Media - Design - Photoshop

### APP RELEASE MANAGER, 2018

**Roadmap, Delft, The Netherlands** | <https://www.getroadmap.com/team/>

Roadmap is a travel companion app that streamlines and helps improve users travel plans.

##### Duties and responsibilities:

- Mediate between the IT, UX, and Business departments.
- Follow the Agile practices and standards.
- Test and analyse the app to ensure all client requirements are met to the highest standard.
- Manage the application content.
- Ensure customer satisfaction and resolving client issues with the app.

**Skills:** Project management - Agile - Jira - JSON - HTML - Adobe Illustrator - Photoshop - CMS (Content Management System) - Zendesk - CRM (Customer Relationship Management)

### MARKETING OPERATIONS MANAGER, 2015 - 2017

**Sam Media, Amsterdam, The Netherlands** | <https://sam-media.com/>

Sam Media creates online campaigns and does traffic marketing. The online campaigns are launched in many countries, targeting a variety of languages.

##### Duties and responsibilities:

- Mediate between the Marketing, Design, and IT departments.
- Follow Agile practices and standards.
- Create and manage mobile and web marketing campaigns in multiple languages in many countries.
- Monitor the performance of marketing campaigns, as well as ensuring adherence to relevant regulation.
- Perform A/B Testing for the campaign.
- Collaborate with marketing managers and affiliate networks for managing advertisements.
- Perform UAT (User Acceptance Test) for the campaign and content.
- Collaborate with IT Ops to create and monitor the service flow and the back-end system for the online mobile and web campaign.
- Manage the online mobile content (e.g. games and quizzes) together with the Head of Product.
- Create the campaign based on the type of service which is the service type with a message and billing flow.
- Support customer care for several EU countries, UK, and South Africa.
- Managing account of clients or partners.
- Setting up/supporting marketing campaigns (landing pages, conversion points, lead qualification).

**Skills:** Project Management - Slack - Trello - Agile - UAT - A/B Testing - Adobe Photoshop - Illustrator - Confluence (Jira) - Tableau - Kibana Data Platform - CM Platform - SIM Test - HTML - CSS - CRM - Mantis Bug Tracker

### DIGITAL MARKETEER, 2014

**Philips, Amsterdam, The Netherlands** | <https://www.philips.nl/c-m-ho/koffie/>

Philips is one of the largest electronics companies in the world, which has a business group coffee machine department and selling Philips Senseo and Saeco coffee machines.

##### Duties and responsibilities:

- Improve the customer decision journey using the website, social media, and apps.
- Create and present the competitor analysis.
- Test and optimise the websites and apps.
- Analyse, manage and improve social media campaigns.
- Correct website tracking (GA/GTM/GSC) and sharing reports and insights with relevant people.

**Skills:** Project Management-UX-Adobe Photoshop-Illustrator-InDesign-Adobe Analytics-Marketing-CMS

## PROFILE

- Responsible, Dedicated, Flexible, Problem Solver, Creative, Multitasking, Communicative, Cooperative, and Fast Learner.
- Experience in Business, IT, Engineering, Innovation, Marketing, Sales, and Design.

## LANGUAGES

- Indonesian (Native proficiency)
- English (Full Professional working proficiency)
- Dutch. (Professional working proficiency)
- French (Elementary proficiency)

## EDUCATION

### BSc in ICT & Business, 2010 - 2014

Fontys University of Applied Sciences, Eindhoven, The Netherlands  
[Fontys Website Link](#)

### Visual Information Design (one semester), 2012

Kyung Hee University, Suwon, South Korea  
[Kyung Hee Website Link](#)

## INTERESTS

- Business with Technology
- Innovation
- Designing & Drawing
- Singing & Playing keyboard
- Travelling
- Cooking & Baking

## ACHIEVEMENTS

- **2011 & 2012**, Fontys Excellence Scholarship for the 1st and 2nd year at Fontys University in Eindhoven, The Netherlands.
- **2014**, Hilversum Got Talent Finalist (Singing Competition) in Hilversum, The Netherlands.

## EXTRACURRICULAR ACTIVITIES

- **2018**, Communication a representative for the big cultural ceremony in Toraja, Sulawesi, Indonesia.
- **2012**, Internal division of PPI/e (Indonesian Student Association in Eindhoven, The Netherlands).
- **2011**, Publication division in Eindhoven League (Indonesian Student Football League, The Netherlands).

## WEBSITE DESIGNER, 2013

**SET (Space and Earth Technology) System, Seoul, South Korea | <http://www.setsystem.co.kr/>**  
SET System is a company specializing in research in the field of Space Situational Awareness (SSA) based on astronomy.

### Duties and responsibilities:

- Perform UAT with users from different backgrounds for old and new web designs.
- Sketch and design the new website of SET System.
- Develop a prototype based on the new Webdesign.

**Skills:** UX - UAT - Adobe Photoshop - Illustrator - Dreamweaver - HTML - CSS

## UNIVERSITY PROJECTS

### STARLINE, 2012

- Starline is a roldeck pool cover company.
- They wanted to expand their business to Asia and export the product to Thailand or Vietnam.
- My group and I had to analyse both markets and give an advice about which country is better to invest.
- We also made a detailed strategy plan for their market.

### INNOFA, 2012

- Innofa is a mattress company.
- The project was to manage a strategy to expand their company in India.
- Our project group analyses the market and competitors in India.
- Based on the research, we wrote a report and give an advice for their strategy.

### NIKE, 2011

- NIKE is a supplier of athletic shoes, apparel, and a major manufacturer of sports equipment.
- They asked us to come up with some unique ideas for the NIKE outlet stores.
- The ideas also need to be considered from the financial perspective.
- This project was about making innovations for NIKE to improve their unique selling point and boost their sale as well.
- Based on the research, we made a new unique concept store for NIKE.

### PROEDB, 2010

- This project was about creating a database system with Oracle for a virtual truck company.
- We made flowcharts; ERD (Entity Relationship Diagram).
- We developed the database system with C language and Oracle.