

MELLA MAULANI

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Mella is a cumlaude fresh graduate business student from Universitas Pendidikan Indonesia. She has demonstrated history of working in organization and project event at the university in the role as business development, project leader and also as lecturer assistant. Mella is highly passionate in business, marketing and administration fields and also able to work well both in the team and individually as well as adaptable to any kind of situation.

Work Experiences

Universitas Pendidikan Indonesia - Bandung

Jan 2022 - Present

Lecturer assistant

- Analyzed data using Microsoft Excel, Statistical Program for Social Science (SPSS) and Analysis of Moment Structure (AMOS)
- Assisted to document control and filling data and managed personal administration
- Assisted to make 2 international journals and made personal research (searched reference, build hypothesis, searched material research, preparing survey, collected data survey, analyzed data survey).
- Assisted to prepare international Global Conference on Business, Management and Entrepreneurship (GCBME 2022)
- Assisted to teach strategic brand management courses

PT Mizan Media Utama - Bandung

Jun 2019 - Jul 2019

Sales and Service

- Sold about 300+ books during working period

PT Akur Pratama - Bandung

May 2017 - Sep 2017

Customer Service Officer internship

- Already introduced the company's products to customer
- Provided solutions to customers' problems and maintained the company's relationship with customers
- Convinced customers to buy products and act as a good consultant, negotiator and communicator

Education Level

Universitas Pendidikan Indonesia - Bandung

Sep 2018 - Aug 2022

Bachelor Degree in Business Education (B. Ed) with Concentration Marketing Management (Cumlaude), 3.80/4.00

- Awardee : The Best Graduated of Business Education Programme Universitas Pendidikan Indonesia (2022), Delegated in The 17th Marketing Insight Seminar Training (MIST) International Conference Universitas Indonesia (UI) 2021

Organisational Experience

Business Education Student Association - Bandung

Jan 2019 - Jan 2021

Staff Business Department (Business Development Staff)

- Conducted business screening for business education students Universitas Pendidikan Indonesia
- Helped become a business consultant for business education students Universitas Pendidikan Indonesia
- Developed 100++ business programs for business education students Universitas Pendidikan Indonesia

The 9th Ambassador of Business Eduperneur

Jun 2021 - Dec 2021

Project Director Leader

- Created a big and small concept of The 9th Ambassador of Business Eduperneur Event.
- Constructed a creative plan with the team in bringing a solution for the The 9th Ambassador of Business Eduperneur Event.
- Handled 3 side event The 9th Ambassador of Business Eduperneur event at the same time.
- Coordinated with 52 staff member to make the event run smoothly.

Skills, Project & Achievements

- **Achievements:** Top 15 Marketing Research Paper Competition of The 17th Marketing Insight Seminar Training (MIST) International Conference Universitas Indonesia (UI) (2021)
- **Projects:** Event Runner of Business Education eXploration Programme (2021), Event Runner of Community Service Business Education Student Association (2019&2020), Event Runner of Rung Mumpulung Business Education Programme (2019)
- **Soft Skills:** Analytical Thinking, Critical Thinking, Logical Thinking, Leadership, Teamwork, Planning and Project Management
- **Certification:** Digital Marketing Certification (SEO Fundamental) from SEMRUSH Academy (2021), Business Communication, Social Media Marketing and Your Target Audience from HP Life Foundation (2022)