RIPALDI ENDIKAT SUDRAJAT
ripaldiendikats@gmail.com | 0895xxxxxxxx | Jl. Sukalilah II Bandung Timur

---

EDUCATION

Universitas ARS Bandung | Public Relation

Sep 2018 - Now

Area of Interest: Organizational Strategy, Data Analytics, and Economics.
Awards: 3rd Most Outstanding Student in ITS (Top 3 out of 10,000) | Online Distancing Model United Nations (1st out of 700 participants) | ASEAN Innovation Science and Entrepreneur Fair (3 Gold Medals and 1 Silver Medals)

PROFESSIONAL EXPERIENCE

Internal Consultant | Taman Siswa

Feb 2021 - Apr 2021

- Conducted an internal business analysis, consumer survey, and competitor research to provide concrete business solutions
-

Chief Marketing Officer | PT. Global Milenial Grup

Sep 2020 - Mar 2021

- Analyzed market trends and consumer behaviour using Company database, Google Trend,, and customer surveys to create data-driven decisions, raising primary product sales by 61%.
- Collaborated in a team of 8 consisting of market researcher, public relations, content writer, social media specialist, and tiktok operator to achieve a marketing ROI of 1063% through 5 digital marketing channels, Generating Rp230+ Million revenue for the company.

ORGANIZATIONS

Founder & Director | Yada Youth Indonesia

Mar 2021 - Present

- Created and communicated vision, mission, and strategy to various stakeholders across the 50+ staff and managers from across 4 divisions and 11 sub-divisions.
- Established objectives, policies, and allocated resources to optimize organization function. Impacted 300+ children around Indonesia.

Head of Membership Development | ITS MUN Club

May 2020 - May 2021

- Developed and executed training programs for ITS MUN Club's 300 members, receiving 97.4% satisfaction rate for the training provided.

SKILLS

Statistical tools (Minitab) | Excel (Pivot Table & Vlookup) | Basic C & SQL | Fluent English and Indonesian | Facebook Analytics | Communication | Analytical Thinking | Negotiation | Problem-Solving | Leadership | Teamwork