

KATHERINE ARIFIN

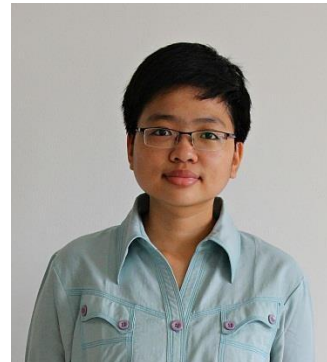
+62 8525 3804 808

katharine.gozally@gmail.com

nonigozaly@gmail.com

PERSONAL DETAILS

Date Of Birth	July 23th, 1994
Address	Jalan Tanjung Duren Utara III No. 17 RT 07 RW 02 Kelurahan Tanjung Duren Utara Kecamatan Grogol Petamburan
Nationality	Indonesian
Marital Status	Single
Gender	Female
Religion	Catholic
Height/Weight	168cm/70kg



EDUCATION DETAILS

2000 - 2006	Santa Maria Assumpta Elementary School Kupang, Nusa Tenggara Timur
2006 - 2009	Santa Theresia Junior High School Kupang, Nusa Tenggara Timur

JOB EXPERIENCES

Period : January 2018 – Now

Company Name : Freelance

Position : Graphic Designer

Job Description :

1. Motion graphics, Infographics, Landing pages, Logo design, Display ads, UI design, Web design, Marketing design, Document and presentation design, eCommerce product image editing.
2. Videography, photography, photo-video Editing.
3. Lead generation, Email marketing, CRM management, Search engine optimization, Search engine marketing, Digital marketing/Ads, Data scientist.
4. Social Media Management : Keyword search, audience engagement, create content, communicate with followers.
5. Manage clients' online community on Facebook, Instagram, Whatsapp, Telegram, Tiktok, Youtube, Google.
6. Respond to queries in a timely manner, manage complaints, provide proper solutions and options and monitor customer reviews on social media and e-Commerce.
7. Setting and implementing marketing campaigns on social media and e-Commerce.
8. Interpret and create social media and e-Commerce reports and analytics (monthly, quarterly, yearly), future recommendations/action items.
9. Identify and manage KOLs that help drive social media and live stream objectives.

Brand handle :

- Vestiaire Collective from Paris, France (www.vestiairecollective.com)
- Selency/Brocante Lab from Paris, France (www.selency.fr)
- Instagram: [anjaniecake.id](https://www.instagram.com/anjaniecake)

Period : April 26, 2021 – April 25, 2022
Company Name : Sint Carolus School Of Health Sciences
Subsidiary company of Sint Carolus Hospital

Position : Marketing

Job Description :

1. I'm fully responsible for the marketing division. Research and analyze to determine current marketing trends, planning, budgeting, administration, execute, marketing performance report and financial report.
2. I do marketing activities both online and offline. Such as visiting schools throughout Indonesia to promote our product, participated in Education Expo activities.
3. I create campaigns and program to increase brand awareness such as Campus Visit by inviting several schools in Jabodetabek.
4. Create designs for marketing tools such as e-flyer, brochure, poster, banner, merchandise, video and content on social media.
5. Collaborate and coordinate with government, churches, NGOs, hospitals, local television stations, radios, magazines and newspapers to increase our brand awareness, to improve the quality of human resource education and community service.
6. Create a fundraising program. The target of this program is our alumni.
7. Create a program called Student Get Student, which is a competition that involve active students looking for new students and provide rewards for those who succeed.
8. Create a program called Edukasi Kesehatan Sejak Dini, Kampus Mengajar and Virtual Education Expo to increase our brand awareness.
9. Seek sponsorship for some marketing activities.
10. I also do online marketing activities such as doing presentation at schools.
11. Manage online community on Facebook, Instagram, Whatsapp, Telegram, Tiktok, Youtube, Google.
12. Responding chats and messages customers on social media.
13. Interpret and create social media reports and analytics (quarterly and yearly), future recommendations/action items.
14. Create storyboard & script and coordinate the production for social media livestreams and quizzes.

15. Manage the day-to-day activities of social media. Create engaging content on social media.
16. Running ads on Google, Instagram, Facebook, Youtube, Telkomsel.
17. Executing email based marketing campaigns. Also Prepare emails or direct message to send out to potential customer and partnership.
18. Contacting potential clients by phone or chat.
19. Build strong relationships, collaborate and coordinate with KOLs.
20. Build my own team. They are active students from various majors and batches. Recruitment, interview, training/teaching them and supervise team. Then they will work together as a marketing team. Marketing members are more than 20 people.
21. Brainstorm new and creative growth strategies.

Portfolio :

<https://bit.ly/KatherineArifin>

<https://www.behance.net/nonigozaly>

<https://dribbble.com/nonigozaly>

https://www.instagram.com/stik_sintcarolus

OTHER INFORMATION

- Language
Indonesia : Mother Tongue
English : Can write, read and understand well, but speaking is not great
- Have my own equipment: Laptop and high speed internet
- Software for design
Adobe Illustrator, Adobe Photoshop, Adobe After Effect, Adobe Premier, Adobe InDesign, Figma, Canva.
- Photography, Videography, and Photo-Video Editing
- Able to operate the digital platform
e-Commerce : Tokopedia, Blibli, Bukalapak, Shopee, JD.id, Lazada, Grab Food, Go-Food, Shopee Food
Online Travel Agent : Agoda, Booking.com, Expedia, Pegipegi, Tiket.com, Traveloka, Mister Aladin
Social Media : Instagram, Facebook, Youtube, Tik Tok, LinkedIn, Twitter, Whatsapp, Telegram
Search Engines : Google
- Personality
Hardworker, Honest, Diligent, Disciplined, Responsible, Visioner, Ambitious, Able to work with a team, Time management, Creative, Able to working under pressure, Quick problem solver, Love learning new things.