

DIAN SURYANING RATRI

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Results-driven Communication Management student with hands-on experience in social media strategy, brand marketing, and partnership acquisition. Proven track record in leading sponsorship initiatives (e.g., TEDxPadjadjaran, Creavill Bandung) and creating impactful digital campaigns that increased engagement rates up to 155%. Skillfully mastered at translating complex ideas into compelling content, connecting brands with audiences, and driving strategic collaborations in fast-paced startup environments.

KEY SKILLS

- | | | |
|------------------------------|---|------------------------------|
| • Social Campaign Management | • Market Research & Audience Insights | • CRM & Google Workspace |
| • Marketing Communication | • Public Speaking & Presentation | • Search Engine Optimization |
| • Artificial Intelligence | • Sponsorship & Partnership Acquisition | • Meta Business Suites |

EDUCATION

Universitas Padjadjaran

Aug 2023 – Jun 2027 (Expected)

Undergraduate Communication Management, Faculty of Communication,
GPA: 3.21/4.00

Relevant courses include Persuasive Communication, Marketing Communication, Digital Media Management, Consumer Behaviour, Business Communication, Communication Planning, Strategic Communication, Public Speaking, and Critical Thinking Logic.

WORK EXPERIENCES

PT Kreasi Digital ChatCraft Indonesia – Full Time, on-site

Jan 2025 – Now

Chief Marketing Officer (Building Early-Stage Startup from Ideation to Entity)

ChatCraft is an AI-powered assistant; a mini startup project for unpadpreneur, that helps businesses automate customer service and sales on Instagram, WhatsApp, and TikTok. It streamlines responses, boosts engagement, and keeps communication consistent with the brand's tone.

- **Supervise the creative team** to create fresh, new designs and tailored new marketing plans and evaluation each year
- Building chatcraft website from scratch and work as a **sales** in JIEXPO's events

KunKwan Internasional Mandarin Training Centre – Freelance, remote

Aug 2025 – Now

Brand Officer : Sales and Marketing

- Successfully operated within a **multicultural team**, utilizing English as the primary working language to drive collaboration and ensure clear project communication, while actively building *Basic Mandarin Communication Skills*
- Promote KunKwan through creative hook & CTA and **gained 3 clients** into KunKwan private class by far.

PT Karya Kaya Bahagia (HariSenin.com) – Internship, remote

Aug 2025 – Now

Brand Officer : Sales and Marketing

HariSenin.com is a growing edtech startup that empowers young professionals through bootcamps, mentorship, and educational content across platforms (YouTube, Instagram, TikTok).

- Manage 5+ new **fresh idea each week** on mastersheet database with the total result at the end 100+ contents.
- Upload and manage HariSenin TikTok
- Promote thorough creative hook, copywriting and CTA

ORGANIZATION & VOLUNTEERING EXPERIENCES

KKN 94 DESA KARANGAMPEL

Mar 2025

Village Coordinator/Koordes

- **Lead and manage** the division **ensuring professional-fun** communication and health within each member
- Maintain communication with the villagers ensuring the program is linear with the rural problem
- Working underpressured and stayiing professional through criticism sith daily evaluation each member

TEDx Padjadjaran University

Mar 2025 – Aug 2025

Sponsorship Associate

- Secured Rp20.000.000+ in cash and in-kind sponsorships from brands such as Gojek, Bank BJB, and Semesta Lapar through **strategic outreach and pitching** and lead the In-Cash mini division
- Sent 10+ tailored partnership proposals and maintained active communication to ensure long-term collaboration
Contributed to a 100% event funding target achievement within 2 months

ShAre Universitas Padjadjaran

Dec 2024 – Now

ShARE Unpad is a leadership and consulting program that empowers students through real-world problem solving

Campaign Strategist Manager

- **Increased digital and offline campaigns** (business competions) effectiveness by 42% by developing data-driven campaign frameworks aligned with ShARE Unpad's **leadership & consulting** values, ensuring cohesive messaging across all Instagram initiatives.

- Improved content relevance by 35% through in-depth audience problem-solving analysis, enabling the Media & Marketing team to execute insight-driven storytelling and more targeted campaign directions.

Media and Marketing

- Boosted average Reels views by 189% (from 1.800 to 5.200 views) through data-driven content planning and optimized posting schedule
- Improved engagement rate from 2.2% to 5.6% by redesigning Instagram visuals and enhancing storytelling quality

Dec 2024 – Jan 2026

Creavill Bandung

Fundraising and Sponsorship Member

- Built and managed a database of 100+ potential sponsors across F&B, UMKM, and hospitality sectors, increasing outreach efficiency by 60% in total
- Successfully executed 3 collaborative events with sponsors, including a co-hosted sushi workshop that attracted 25+ participants execute in Bandung area with total 20 participant
- Helped raise Rp5.000.000+ in sponsorship funds to support community projects around Bandung Raya

Mar 2025 – Apr 2025

Head of Fundraising & Sponsorship Teman Milenials x Creavill

- Supervise the team to make sponsorship proposals
- Create a volunteering impacts and gaining funds through this event

SOCIAL PROJECTS

Village Lead Coordinator (*Koordes*) | KKN KARANGAMPEL 94 | 2025

Google Student Ambassaador | Google Campus Campaign | 2025

ChatCraft: AI Agent *Campaign* | Unpadpreneur Batch 5 (Karier UNPAD) | 2025

Market Town Sponsorship Team | BEM KEMA UNPAD | 2024

BasaKito: Local Language SuperApp | TEC ITB Mini Competition | 2024

BobaTalas: Organic Healthy Boba | National Studentpreneur Competition | 2021

TESTS/CERTIFICATIONS

TOEFL TEST CERTIFICATION BY CILACS UII – [View Credentials](#)

Sep 2025

Score: 510/ (High Intermediate/Advanced Proficiency) (CEFR Level B2)

CIC Online Mandarin Foundation Course – [View Credentials](#)

Sep 2025

Public Speaking Internasional Certificate by Toastmasters

Social Media Marketing Certificate by HootSuite – [View Credentials](#)

Sales Strategy: Building Relationships for Successful Sales – [View Credentials](#)

Digital Marketing Fundamentals, Funnels, & AI-Enhanced Campaign Strategies by Adobe – [View Credentials](#)

Feb 2024 – Feb 2026

Duolingo English Tests – [View Credentials](#)

Score: 115/160 (High Intermediate/Advanced Proficiency).

Demonstrates a strong command of English, indicating an ability to understand and express complex ideas effectively in both spoken and written forms which can be applied in team settings.

115 – literacy | 120 – comprehension | 105 – conversation | 95 – production

Google Digital Marketing Course

2023

Google Analytics on Coursera

- Think Outside the Inbox: Email Marketing – [View Credentials](#)
- Satisfaction Guaranteed : Develop Customer Loyalty Online – [View Credentials](#)
- Make The Sale: Build, Launch And Manage E-Commerce Store – [View Credentials](#)
- Likes To Leads: Interact With Customers Online – [View Credentials](#)
- Foundations Of Digital Marketing and E Commerce – [View Credentials](#)
- Attract and Engage Customers With Digital Marketing – [View Credentials](#)
- Asses For Success : Marketing Analytics And Measurement – [View Credentials](#)

ACHIEVEMENT

2nd Winner of TEChampions Mini Competition (BPC) – [View Credentials](#)

May, 2024

Proposed “BasaKito,” a localized language SuperApp with go-to-market strategy, partnership models, and community outreach plan.

Finalist National Public Speaking Extempore By Schoters

Nov, 2023

Demonstrated persuasive communication under pressure, placing among top finalists nationally in spontaneous speech format.

1st Winner National Studentpreneur Competition – [View Credentials](#)

May, 2021

Developed and pitched a marketing plan for an organic healthy boba, earning 1st place among 50+ teams nationwide.