



MONICA

January 1st, 1999 | Bogor

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SUMMARY

A good listener, passionate, hard-working, and creative person with extensive leadership in business management with a proven track record of 5 years of entrepreneurial journey in managing Women and Pet fashion SMEs by handling end-to-end business, and experienced in product management, leading businesses, maintaining relationships of brand & customers, and execute creative and impactful advertising ideas that align with key audiences for brand values to be hooked on the consumer's mind. I have a huge interest in marketing industry to learn more about the beauty and success behind the marketing world and also looking forward to any job opportunities.

EDUCATION

Prasetiya Mulya University, Major in Business Management (BSD, Tangerang) Aug 2017 - Sep 2021

Undergraduate Program covering business projects, marketing, statistics, finance, and strategic management

- Graduated with Honors - Cum Laude GPA: 3,62/4,00

SMAK 5 Penabur, Major in Science and Mathematics (Jakarta, ID)

Jun 2014 - May 2017

WORKING EXPERIENCE

Shop At Popine - Founder and Social Media Marketing Specialist Jun 2022 - May 2024

Start-Up Business | Women's Clothing & Fashion | Main Product: Casual Work Outfit | 2 team members

- Excellent in handling approximately 20 customers daily with a range of ages 22-35 years old during customer's buying process
- Generated IDR 261.167.449 in sales revenue with 1.065 products sold
- Managed relationship with around 3 key partners and collaborated with 4 KOL
- Proactively looking for best-match products to be launched based on qualitative market research based in order to achieve winning Ad goal
- 4.7% of ROAS (Return on Ad Spend) and 10.849.584 Ad impressions on Instagram
- Created strategic campaign plans implemented through online advertisement
- Worked closely with Finance team to plan budgeting and report spending for Ads & other campaign
- Built Shop At Popine Instagram social media platform and gained 25.400 followers
- Built Shop At Popine Shopee e-commerce platform and gained 12.300 followers with 4.7 star Seller badge

Ootdboelu - Founder and Social Media Marketing Specialist

Feb 2019 - May 2024

Start-Up Business | Pet's Fashion & Supplies | Main Product: Premium Pet Oufit & Supplies | 3 team members

- Excellent in handling approximately 10 customers daily with a range of ages 25-45 years old during customer's buying decision process
- Generated IDR 1.122.412.874 in sales revenue with 7.322 products sold
- Planned marketing strategy by analyzing current pet market trends and consumer needs
- Delivered brand-unique selling points using creative approaches through online advertisement
- Created approximately creative 25 social media contents daily include post and video for brand's social media platform
- 20% of ROAS (Return on Ad Spend) and 7.237.654 Ad impression on Instagram
- Worked closely with Finance team to plan budgeting and report spending for Ads & other campaign

- Conducted qualitative market research based and proactively find best-match products with customer's needs
- Built Ootdboelu Instagram social media platform and gained 21.300 followers
- Built Ootdboelu Shopee e-commerce platform and gained 7.900 followers with 4.9 star Seller badge

TransPark Juanda Bekasi - Administrative Assistant Intern

Jan 2018 - Feb 2018

Real Estate Property Company | Administrative Division

- Maintained a thorough understanding of company data products and services
- Tracked and reported sales activities
- Worked with team that helped to elevate intern's problem-solving & communication skills

ACHIEVEMENT

Brand Recognition In Magazine Article | Her World Indonesia Magazine, Indonesia | 2022

- Brand recognition for Ootdboelu as Recommended Dog Fashion Brand
(<https://www.herworld.co.id/article/2022/08/23899-Gemas-Ini-Brand-Fashion-Untuk-Anjing-Kesayangan-Kamu>)

EXPERIENCE

Community Development Project - Social Media Manager

Jan 2020 - Feb 2020

A Community-Based Project | Ciputri - West Java

- Provide learning program in how to use online marketing tools which are Instagram, Google Marketplace, Whatsapp Business and Shopee e-commerce platform
- Helped to increase brand awareness by creating social media platform in order to increase number of sales in e-commerce platform
- Helped to make creative brochure, standing banner and design booth

ADDITIONAL SKILLS

Hard Skills: MS Office, G Suite, SEO/SEM Marketing, Copywriting, English

Soft Skills: Creative Thinking, Leadership Skills, Communication, Negotiating