SALSA ALICIA SAPUTRA

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MSc Management of Sports & Outdoor Markets student at Grenoble Ecole de Management (GEM)
Marketing & Social Media Internship for 6 months starting April 2027

PROFESSIONAL SUMMARY

Creative marketer with experience in digital content, brand development, and partnerships across entertainment and consumer lifestyle brands. Proven ability to drive audience growth and commercial results. Currently pursuing an MSc at GEM to deepen my understanding of business strategy and consumer behavior while applying my experiences in new professional contexts.

Core competencies: Digital Marketing, Content Creation, Campaign Planning, Partnership Development, Audience Engagement

EDUCATION

MSC MANAGEMENT OF SPORTS & OUTDOOR MARKETS — *Grenoble Ecole de Management (GEM)* — SEP 2026 – DEC 2028
GRENOBLE, FRANCE

- Marketing Management, Consumer Behavior, Project Management
- Awarded the LPDP France Master's Scholarship

BACHELOR OF POLITICAL SCIENCE — *Universitas Padjadjaran* — SEP 2019 – JAN 2024
BANDUNG, INDONESIA

- Digital Activism, Political Communication
- Graduated *cum laude* with a GPA of 3.57/4.00

PROFESSIONAL EXPERIENCE

SOCIAL MEDIA SPECIALIST — *Laleilmanino* — MAY 2024 – AUG 2026
TANGERANG, INDONESIA

- Executed social media strategies, driving 504% TikTok and 39% Instagram follower increase.
- Analyzed social media performance reports to support client presentations and partnership discussions.
- Negotiated campaign deliverables and partnership terms with clients, promoters, and external partners.

MARKETING STAFF — *Satu Establishment* — FEB – NOV 2024
BANDUNG, INDONESIA

- Spearheaded marketing initiatives supporting business growth and branch expansion.
- Created viral promotional content that drove 300% monthly revenue growth and increased brand visibility.
- Pitched collaborative campaigns to existing and prospective partners to expand brand reach.

CO-FOUNDER — *DM Studio* — JUL 2023 – FEB 2024
JAKARTA, INDONESIA

- Shaped brand identity through visual design and catalogue photoshoots, strengthening brand appeal.
- Leveraged social media, e-commerce, and paid ads to expand audience reach and engagement.
- Directed product design and material selection to ensure quality and aesthetic consistency.

ACTIVITIES

GATE OPERATIONAL PROTOCOL WORKFORCE — FOOTBALL ASSOCIATION OF INDONESIA (PSSI) — JUN 2025
FIFA WORLD CUP QUALIFIERS – ROUND 4
JAKARTA, INDONESIA

- Verified ticket allocations against VVIP guest lists prior to kickoff and managed match-day operations in the FIFA Legends section to ensure smooth guest access.

MARKETING & COMMERCIAL VOLUNTEER — FOOTBALL ASSOCIATION OF INDONESIA (PSSI) — NOV 2024
FIFA WORLD CUP QUALIFIERS – ROUND 3
JAKARTA, INDONESIA

- Monitored sponsor visibility across stadium screens and distributed official event materials to support marketing operations and spectator engagement.

LANGUAGES, SKILLS & INTERESTS

- **Languages:** Indonesian (Native); English (Advanced C1); French (Beginner A1)
- **Skills:** Paid Social Ads (Meta Ads Manager, TikTok Ads), E-commerce Management (Shopee, Tokopedia), Canva, CapCut, Microsoft Office, Google Workspace, Trello
- **Interests:** Fashion & Styling, Sports Business & Marketing, Music & Entertainment, Visual Arts & Digital Media