

Contact

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(LinkedIn)

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(Personal)

www.instagram.com/claraodilia/
(Personal)

Top Skills

PowerPoint

Management

English

Languages

English (Full Professional)

Chinese (Elementary)

Indonesian (Native or Bilingual)

Javanese (Native or Bilingual)

Certifications

TOEFL; TOEIC

Honors-Awards

Presenter and Participant of 1st National Student Seminar on Culture and International Language

2nd Runner up of National Cat Walk with Ivan Gunawan

5th Winner of Junior Female Chang Quan – Championship of Wushu Taolu Hwato Cup III

4th Winner of Home Tournament Wushu Yasanis

5th Winner of Female Changquan - Home Tournament Wushu Yasanis

Clara Antonia Odilia W (陳美玲)

Sales And Marketing Specialist (Indonesia & Malaysia) at GIGABYTE

Hsin-tien

Summary

Born as the eldest into a Chinese family background.

Education BG:

1. B.A cum laude - English Dept. at Petra Christian University
2. M.BA magna cum laude - IBM Dept. at Dayeh University

Working Experience:

Mostly in sales – marketing and teaching fields (drawing and English).

Experience

GIGABYTE

4 years

Sales And Marketing Specialist (Indonesia & Malaysia)

January 2020 - Present (2 years 4 months)

New Taipei City, Taiwan

Conduct market research to grab trends and generate creative ideas for marketing campaigns.

Assist in outbound and inbound marketing activities & contribute to other lead generation and customer-acquisition activities, such as sales enablement, media promotion, networking, trade shows, and events

Liaise, coordinate, & outreach initiative, incl. PR, external vendors, local partners, and parties to execute promotional events and campaigns

Collaborate with sales team and other distributor to coordinate brand awareness and marketing efforts

Plan & execute initiatives to reach the target audience through appropriate channels (social media, e-mail, channels etc.)

Assist in analyzing marketing data (campaign results, conversion rates, traffic etc.) to help shape future marketing strategies

Measure and report performance of marketing campaigns, gain insight, and assess against goals

Sales And Marketing Specialist (Indonesia)

May 2018 - December 2019 (1 year 8 months)

New Taipei City, Taiwan

Community Outreach

1. Develop and maintain community platform to engage with customers.
2. Develop and maintain engagement with gamers, media, YouTubers, and partners through social media channels such as Talk TV, Youtube, etc.
3. Increase fan base on social media platform to engage with fans.
4. Generate and promote EDM.
5. Work with local GIGABYTE's partners to execute range of strategic marketing programs, branding campaigns, training and activities

Creative Content

1. Develop inspired HQ contents and broadcast through different community platform.
2. Communicate with channel sales and partners to have mutual understanding and create effective content
3. Create unique content for social media "Call to action" marketing.

Gaming Event

1. Offline events handling & organizing
2. Research Analysis, Planning, Execution, and Evaluation

L.K. Machinery, Inc.

Overseas Sales & Marketing

December 2016 - October 2017 (11 months)

Taiwan

1. Assist and Support the marketing manager
2. Establish and manage the company's social media profiles, including Facebook, LinkedIn, Website, and other relevant channels to distribute content that educates and entertains our audience and supports marketing goals..

3. Maintain, nurture, and expand the target markets through email, content, call-to-action, and social channels.
4. Involved in administrative routine tasks, including producing and updating monthly plan, exhibitions' plan, estimated orders, customer, ERP, Chinese-English catalogues, etc.
5. Being a liaison and maintain the network with stakeholders including customers, colleagues, dealers and partner organisation.
6. Writing and proofreading (newsletters, letters, catalogues, etc)
7. Organize and involved in events such as conferences, seminars, meetings and exhibition

Dayeh University 大葉大學

Lecturer Assistant

April 2014 - September 2016 (2 years 6 months)

Teaching Assistant, scoring, and administrative tasks.

Helping lecturer with calculating grades, record keeping, materials printing and copying

Helping lecturer with some of department assignments while the lecturers out for some other matters

Supervising students due to examinations in class

Rose Red & Guan Yi

Sales (Internship)

January 2015 - January 2015 (1 month)

Takashimaya Mall, Singapore

Sales: Selling and offering Taiwanese and other foreign products in Takashimaya Mall, Singapore

Involve in display arrangements in order to attract more customers

Demonstrate and promote the products (food, snacks, supplements) to customers

Distribute the product samples to attract more customers

Responsible in cash register

PT Sopianusa

Marketing Export

March 2013 - February 2014 (1 year)

Ngoro, Indonesia

Calculate both of the raw materials and finished goods for tissue and packaging as clients request

Developing new design of tissue packaging based on customer's demands and under supervisor's scrutiny

Ensure the packages ordered by customers enough to be placed in container provided

Tracking the data records of customers' order

Pelangi Kristus - Christian School

Part-timer (Drawing Teacher)

2012 - 2013 (1 year)

Teaching Drawing for 4th grade students

Supervising students

PBB (Pusat Pendidikan Bahasa)/ Language Centre in Petra

Christian University

Part-timer (English teacher)

2011 - 2012 (1 year)

Petra Christian University, Surabaya, Indonesia

Teaching English for children and teenager

Education

Da-Yeh University

Master of Business Administration (M.B.A.), International Business Management · (2014 - 2016)

Petra Christian University

Bachelor of Arts (B.A.), English Language and Literature/ Letters · (2009 - 2013)