



MUTHIA WIDYANINGTIAS ZAID
Perumahan Permata Cimahi, Jalan Berlian III Blok L3 no.11,
Tanimulya, Ngamprah, Kabupaten Bandung Barat
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EMPLOYMENT OBJECTIVE

A career in Management, that will optimally utilize strong analytical skills, problem solving skills, communication skills, as well as marketing techniques.

EDUCATION

INSTITUT TEKNOLOGI HARAPAN BANGSA, Bandung, Indonesia January 2024
Sarjana Management. Concentration: Online Business
GPA 3.54

Certiplus Program December 2023
at ITHB Career Resource Center
Completed a series of professional training in computer, communication,
simply accounting, leadership, entrepreneurship, and career planning skills

SAP University Alliance Program
at ITHB Career Resource Center
Completed the SAP S/4HANA Configuration November 2021
Completed the SAP Introduction to S/4HANA using Global Bike May 2021

SMAK 3 BPK Penabur, Bandung, Indonesia May 2020

EXPERIENCE

Yukke Ramen Padalarang - Padalarang, Indonesia 18 Dec 2024 - Present
Marketing

- Collaborated with cross-functional teams to create promotional materials and digital content.
- Conducted market research and competitor analysis to identify business opportunities and trends.
- Implemented content strategies to support brand positioning and drive traffic across digital platforms.
- Assisted in budgeting, planning, and reporting of marketing campaigns.

Personal Assistant - Bandung, Indonesia May 2024 - December 2024
Freelance

- Completed the required files
- Searched for the needed items
- Managed the store such as stock taking and ordering stocks items

MESVY - Bandung, Indonesia May 2023 - December 2023
A factory that sells bag products.

Content Team

- Created a content calendar for each content
- Created content for Instagram and Tiktok
- Performed analysis on the content that had been created and uploaded

Treasurer Unit Kegiatan Mahasiswa - Bandung, Indonesia August 2021 - August 2022
Helped head of financial admin department.

- Maked financial reported

PT AKARI Indonesia - Bandung, Indonesia June 2022 - July 2022
A factory that sells electronic products whose brand has the same name.

Summer Intern, Finance Admin

Helped head of financial admin department.

- Arranged financial statements by date
- Wrote receipt of payment proof

Roti Citepus - Bandung, Indonesia
A factory that sells bread products.
Content Team Intern

May 2021 - July 2021

- Created content calendar for every content
- Edited content for social media company

ADDITIONAL INFORMATION

- Highly proficient in the following technologies:
 - Office Suite : Microsoft Word, Microsoft Power Point, and Microsoft Excel
 - Statistical Software : SPSS
- Achieved TOEFL Test Score (2023) : 503 by Englisihvit.