

Reynaldi Francois



Final year international business & marketing double degree student with over 1 year of professional career in multiple distinct areas: digital marketing, content creating, and business development. Seeker of meaningful and challenging career opportunities to catalyze self growth.

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EDUCATION

Marketing

Rennes School of Business

08/2019 – Present

Honorary Student. GPA 5.00

International Business

Institut Teknologi Bandung

07/2017 – Present

GPA 4.47

WORK EXPERIENCE

Business Development Lead

Zayana Organic [🔗](#)

12/2018 – 07/2019

Bandung, Indonesia

Zayana Organic is the first in the market to sell organic, eucalyptus-based hijabs in Indonesia.

Achievements/Tasks

- In charge of business strategy and marketing campaigns.
- Created an influencers partnership campaign resulting in a +50% increased sales of Q1-Q2 of 2019.
- Created a record within the company's history by publishing a video ad designed to attract new visitors with the CPC of €0.015 and different ad with CPA of €2.5.

Reference: Tommy Teja, +(62) 811 2257168 / hello@zayanaorganic.com

Content Creator

Zalmon Fabric [🔗](#)

01/2019 – 07/2019

Bandung, Indonesia

Zalmon Fabric is a local fabric printing startup which specifically prints on all-organic fabrics.

Achievements/Tasks

- Creating copy and video content of 1-3 minutes, working closely with other teams, to be published on the company's media channels, including blogs and social media.
- Develops creative voice of the business.

Reference: Bobby Setiadi, info@zalmonfabric.com

Intern

YnS Desserts

10/2018 – 12/2018

Bandung, Indonesia

YnS Desserts is a healthy dessert house selling yoghurt and juices since 2017. As of 2020, it has 4 branches within the city of Bandung.

Achievements/Tasks

- Increasing followers on social media by 109% on average through offline advertising (posters) and an online gamification campaign.
- Creating an online gamification campaign in the form of a photo competition on social media, which garnered 213 contestants.

Reference: Natalia Valencia, +(62) 819 10111424

SKILLS

Social Media Advertising

Research & Strategy

SEO

Public Speaking

Google Analytics

Sales & Marketing

Branding

Copywriting

Market Research & Analysis

Powerpoint

ORGANIZATIONS

Indonesian Student Association (PPI) Rennes
(08/2019 – Present)

Digital Marketing Manager responsible for managing all social media activities.

TabunganKasih (12/2018 – 06/2019)

Member of a monthly giving back/donation program.

EXTRA-CURRICULAR ACTIVITIES

Student, Sanggar Ananda (12/2018 – 06/2019)

An acting & improv school, exercising quick-thinking and public speaking skills, which has produced numerous top local actors & theater players.

LANGUAGES

Indonesian

Native or Bilingual Proficiency

English

Native or Bilingual Proficiency

French

Limited Working Proficiency