



GRACIA YOBEL,

BACHELOR OF
INT. RELATIONS.



PROFILE

GRACEY / BANDUNG / JUNE 5th
1996 / CHRISTIAN / SINGLE



EXPERTISE

Strategic thinker

Google Suits/Workspace

Ms. Office

Graphic Design
(Adobe Photoshop, AI, Canva)

Digital Marketing Savvy

Social Media Content Marketing

Digital Audio Software
(Cubase, FL Studio, Melodyne)

Communication
Bahasa & English



CONTACT



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Pancoran - Jakarta Selatan



SOCIAL MEDIA



ABOUT ME

Grace is a passionate, strong analytical person who enjoy to learn new things and collaborate with people. Work experiences including Strategic Partnership, Social Media Marketing, Graphic Design, Musician, and Talent Artist.

Prior experiences have shaped herself to believe that big ideas are a dime a dozen. It's only when they're translated into reality and reach the people they're meant to help, that they actually start to change lives.

Grace is a Parahyangan Catholic University graduate, majored in International Relations.



EDUCATION

- 2015 - 2019 **Parahyangan Catholic University**
Bandung Major: International Relations
- 2010 - 2013 **5 Senior High School**
Cimahi Major: Sains



EXPERIENCE

- Graphic Design & SEO Writer**
Freelance / self employed
2020 - present
- Partnership Marketing**
PT. MDI Tack Training & Consulting
2020 - 2021
- Hospitality Staff**
INTERPOL Annual Meeting
2016
- Grand Finalist**
Nez Academy by NET Mediatama
2013
- Talent Artist**
Rajawali Record Ministry
2016 - present
- Strategic Partnership Analyst**
PT. Go Online Destinations (Pegipegi)
2019 - 2020
- Liaison Staff Asian African Carnival**
Kementerian Budaya & Pariwisata
2015



CERTIFICATES

- Google Data Analytics - May 2021**
Google Career Certificates on Coursera
- Data & Design Thinking - Apr 2021**
Skill Academy by Ruangguru
- Digital Marketing Strategy - Mar 2021**
PAKAR on MauBelajarApa
- Audio Editing Masterclass - Feb 2021**
Siberkreasi & KOMINFO



HOBBIES & INTEREST



Music



Reading



Traveling



Politics



Media



Gracia Yobel



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Instagram : <http://instagram.com/graceyobel>

Youtube : <https://www.youtube.com/graceyobel>

About Me

I am Grace Yobel, a bachelor of International Relations from Parahyangan Catholic University in 2019. I focused my academic discourse on deepening issues of gender & diplomacy, economic & development, globalization of information, media, and society.

Work experiences including Strategic Partnership Analyst at PT. Go Online Destinations (Pegipeggi) with achievement of partnership collaboration with 50+ brand partners, as well as 21% increase in gross revenue for a company campaign called "Pegipeggi Top Spender 2019". In 2020 I worked as Partnership Marketing at PT. MDI Tack Training & Consulting with particular focus on raising brand awareness through partnerships and digital content marketing and successfully running online event worth 200 million rupiah.

I'm also a passionate team-player, have a strong analytical and strategic mindset, enjoy learning new things, and able to translate creative ideas into content marketing. I have a career interest in Strategic Partnership Marketing and excellent at using Google Suite/Workspace.

Skills & Competencies

- | | |
|--|--|
| ▪ Strategic Thinking | ▪ Graphic Design (Adobe Photoshop, Adobe Illustrator, and Canva) |
| ▪ Google Suite/Workspace | ▪ Sound Mixing & Mastering (Cubase) |
| ▪ Microsoft Office | ▪ Communication & Team Work |
| ▪ Digital (Social Media) Marketing Savvy | ▪ Problem Solving |
| ▪ Data visualization with Tableau | |

Work Experiences

PT. Go Online Destinations - Pegipeggi (Jakarta, Indonesia)

Strategic Partnership Analyst (October 2019 – May 2020)

Key Responsibilities:

- Manage and execute promotions with several brand partners namely Telkomsel, Indosat, Citilink, Sriwijaya Air, Gojek, Lazada, Halodoc, and several banks for regular or tactical programs.
- Make partnership proposal to PT KAI Indonesia and PT Angkasa Pura for procurement of Pegipeggi booth at the Train Stations and Terminal 1 Airport.
- Make creative brief for partnership promotion that includes budget, promo journey, objective and expectation, terms and conditions, promo message, and target audiences.
- Liaise with brand partners to solve certain issues, communicate needs and create synergy.
- Identify and analyze competitor's campaign & promotions.
- Oversee strategic sponsorship offer and leverage planning.
- Coordinated alongside with CRM and social media team to review publishing through landing page, apps, email newsletter, and social media marketing.
- Create bi-weekly and monthly partnership report for internal team.

- **Achievement:** Increased 21% of gross revenue for company campaign called “Pegipegi Top Spender 2019” and successfully partnered with Lazada to support this campaign.

PT. MDI Tack Training & Consulting (Jakarta, Indonesia)

Partnership Marketing (November 2020 – February 2021)

Key Responsibilities:

- Build analysis to support business decision, such as mentor qualification, market trends on digital learning, competitor analysis, and partnership effectiveness.
- Create B2B and trainer partnership scheme and address proposal to selected partners.
- Developing and executing a paid webinar program strategy in a manner that supports marketing, sales, and customer service.
- Develop content marketing through social media and digital marketing platform and ensure that each and every program meet the objectives.
- Develop key visual concept and help with the design graphic for social media post.
- Plan and monitor project delivery based on timeline, target, budgetary, and impact
- Evaluate marketing growth and performance, also recommend improvements.
- **Achievement:** Manage and execute online event worth 200 million rupiah. Raising brand awareness though execute an end-to-end webinar program called “Career as Pro Player” and successfully bring in 380 attendees. Lastly, develop partnership collaboration with XL Future Leader Town Hall Program by providing professional guest speakers.

Education

Parahyangan Catholic University (2015-2019)

Bachelor of International Relations - IPK 3,47

- Honorable Chairman of UNPAR Diplomacy in Practice, 2018 (representing delegation of South Africa).
- Best Delegations of UNPAR Gathering and Introducing International Relations, 2015 (representing delegation of Nepal).
- Volunteer Staff of UNPAR Community Service / Pengabdian Masyarakat, 2019 (in charge as a temporary English teacher and assigned to help a project called “Citarum Harum”)

SMAN 5 Cimahi (2010-2013)

Jurusan IPA

- 1st Winner of News Casting Competition, AECS Universitas Pendidikan Indonesia, 2010 & 2011.
- 1st Winner of News Reading Contest, Politeknik Bandung, 2011 & 2012.

Certification & Award

Award as a Grand Finalist of Nez Academy on NET TV (2013)

- ✓ Grand Finalist of NEZ Academy, a talent show program under Agnez Monica broadcasted on NET TV. Later on, I had a contract for a year as a Talent Artist from both NET TV and Agnez Monica Record Label.

Google Data Analytics – Certificate of Completion (May 2021)

- ✓ Google Career Certificates on Coursera

Data & Design Thinking – Certificate of Completion (Apr 2021)

- ✓ Skill Academy by Ruangguru

Digital Marketing Strategy – Certificate of Completion (Mar 2021)

- ✓ PAKAR on MauBelajarApa

Basic Audio Editing Masterclass – Certificate of Completion (Feb 2021)

✓ Siberkreasi & KOMINFO

Digital Audio Music Arranger – Certificate of Completion (Jun 2014)

✓ Maestro Radio, Bandung