

Tsamara Amalia Safira

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A young, fast learner, and motivated individual who is keen to keep learning and improving on her professional career and skills in marketing and business fields. She also has a creative passion for photography and filmmaking, which is showcased through her Instagram and YouTube accounts. Experienced in multiple cross-cultural settings and collaborations.

WORK EXPERIENCE

CV. Asa Putra Promosindo - Yogyakarta, Indonesia

Dec 2023 - present

Assistant Manager Human Resource

- Design and implement a comprehensive job grading system to assess and evaluate employee roles, responsibilities, and performance benchmarks.
- Collaborate with department heads to identify training needs and design programs aimed at enhancing employee skills and competencies.
- Collaborate cross-functionally to create and sustain an employee-centric culture through policies and practices that support their well-being and professional growth.

CV. Horreka Murti Sejahtera (Horreka Amenities) - Yogyakarta, Indonesia

Dec 2022 - Dec 2023

Marketing Analyst and Development

- Responsible for data accuracy and completeness by continuously updating and maintaining the company's customer database for market targeting.
- Develop data-driven marketing strategies of tailored campaigns by extracting valuable insights from sales data, e.g. trends and customer behaviour.
- Research and identify potential geographic markets for expansion by assessing market feasibility and growth potential.
- Generate comprehensive reports on marketing performance and communicate key findings and marketing recommendations by creating visually engaging presentations for stakeholders.
- Collaborate with cross-functional teams to better align marketing efforts with product development, sales, and customer service.
- Execute outbound marketing campaigns by engaging with potential customers and purchasing managers to effectively market products and services to targeted markets.

Momentree - Indonesia

Sep 2022 - Jul 2023

Marketing Lead, part-time remote

- Create marketing campaigns that are in line with the targeted KPIs.
- Manage the company's social media platforms such as Instagram, Facebook, TikTok and LinkedIn.
- Build content planning, feed layout organization, caption copywriting, and posting schedule to effectively boost the company's brand awareness.
- Conduct photo and video editing for the company's publications on social media.
- Manage customer communication channels on WhatsApp Business and Instagram message.

Gnosis Pte Ltd - Singapore

Aug - Nov 2022

Market Researcher

- Conduct desk research on the parties specified by the clients in various industries such as education, aviation, mining, and non-profit organizations.
- Analyze geopolitical, commercial, reputational, and political risks for potential business partnerships between clients and the requested parties.
- Assist in raw data management and data cleaning consisting of 2000+ individuals and organizations.

Eaton Industries (Netherlands) B.V. - Hengelo, the Netherlands

Sep 2021 - Jan 2022

Market Intelligence and Customer Experience EMEA Intern

- Completed bachelor thesis research on Improvement Process for Updating Buyer Personas due to

changes during the Covid-19 Pandemic.

- Conducted analysis and prepared data reports for customer preference surveys across the Benelux region with more than 500 entries.
- Liaised with the Sales team to develop customer and buyer journeys by correlating buying activities with the different phases through mapping.

Grab - Yogyakarta, Indonesia

Oct 2019 - Jan 2020

Business Operations Intern

- Managed a pilot service project targeted at university students in Yogyakarta called GetAnything.
- Conducted and led training sessions for 100 selected driver-partners.
- Prepared and presented project reports and analyses to the Head of Design and managers in Jakarta HQ and Singapore HQ.
- Involved in the project's marketing strategy and planning including setting up its social media accounts and flyer exposure.

EDUCATION

Universitas Gadjah Mada - Yogyakarta, Indonesia

2017 - 2022

BSc in Economics / S.E. (Dual Degree Program)

Saxion University of Applied Sciences - Enschede, the Netherlands

2020 - 2022

BSc in Marketing (Dual Degree Program)

HAN University of Applied Sciences - Arnhem, the Netherlands

Jan 2019

Short Course: European Culture, Business, and Entrepreneurship

PROJECTS

Zwanenberg Food Group B.V. - Enschede, the Netherlands

International Business Plan Project

Feb - Jun 2021

- Created FMCG market analysis including benchmarking analysis of Zwanenberg's competitors and pricing strategies for importing pork luncheon meat products to Indonesia.
- Analyzed the Indonesian pork luncheon categories and investigated the export regulation and licenses to Indonesia.
- Built recommendations on how Zwanenberg can effectively distribute and sell pork luncheon meat in Indonesia.
- The whole project was assisted by Mr Hans Ensberg (a Saxion University lecturer) and Mr Klaasjan Joosten (Sales Group Manager International of Zwanenberg).

VOLUNTEER

AIESEC India

Jul - Aug 2019

Global Volunteer: Explore India - Gender Equality on Women Empowerment

- Travelled to 9 cities in India for 6 weeks with 10 people from the Czech Republic, Taiwan, Turkey, Spain, Indonesia, and India.
- Conducted interviews with local Indian women, learned about their societal roles, experienced local traditions, cultures, and built networks.
- Awarded as the most solution-oriented during the program.

More Than A Student - Yogyakarta, Indonesia

May 2019

Educator

- Taught children from age 5 to 10 in Kali Code Village, Yogyakarta, Indonesia for 5 weeks on various subjects such as mathematics, hygiene, drawing, and arts and crafts.

Achievements: Saxion Talent Scholarship 20/21, Kumon Mathematics Completer 2015

Fields of Interest: Marketing, Digital Marketing, Data Analytics, Business Development, Customer Experience.

Language skills: Indonesian (Native), English (Fluent - IELTS 7/9), Dutch (Beginner)

Technical Skills: Microsoft Office, Google Suites/Workspace, Asana, Accurate Online, Adobe Premiere Pro, Adobe Lightroom, Figma, and Davinci Resolve.

Certifications: [SQL Course by Udemy](#) , Google Digital Garage: Fundamentals of Digital Marketing