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To Whom It May Concerns,

Dear Mr/Mrs,

My name is Okiya Ayuni, I graduated majoring International Relations (Energy Security) in Universitas Pertamina and now I currently work as Marketing Manager for more than 3 years at JCDC. I am writing this cover letter regarding to my high interest in working for a bigger role and responsibility following what I have mastered in more than 3 years in Marketing and Management. Therefor I send you this cover letter for your further consideration.

Majoring in International Relations create a self fundamental in myself to become a highly skilled person. I learned how to do the right diplomacy and negotiation that help me improve my skills on communication and leadership. The first time I'm applying to JCDC as Marketing Creative & Partnership Staff. Along my journey in this positions, my supervisor really satisfied of my works. In the same year, I successfully getting 100+ participants in the International workshop, I also dealing with 3 (three) Brand Partners : Bogasari, Unilever (Zwitsal), and Kenko to collaborate with JCDC in gaining more brand awareness and sales. In 8 month later, I get promoted to Assistant Director due to my creativity, resistance, and eagerness to learn and explore things.

In 1 year experience leading the assistant director role, I have learn and grow a lot of skills and unlocking competencies in Management, Business growth, Marketing, People Management and operational handling. From those experiences, I develop varies of skills and achievements in handling the clinics. In my day to day business productivity, I received a roadmap plan and manage to channels them into several polices and create mikro strategy for divisions existed (Marketing, Administrations, Finance, and Operations). I plan and delegates

the plan (brief) to the team, I checked the brief and make sure everything is running well according to the plan. Afterwards, I control and evaluate the process so that I can writes the report to Board of Directors. Especially the Director of Operations. Beside focusing myself on operational and management, I still have the opportunity to share my ideas in marketing which gives me place to sharpen several skills such as selling and marketing, managing social media, planning strategic business development, and cooperate with business partners. By that, I master how to be a target oriented person, innovative and I have a strong problem solving skills.

From the skill I have mastered, achievements and exposure that I have, I get honored to be promoted into Marketing Manager in 2023. My success story in this role is that I create a huge impacts in marketing such as; 1) The SpecialPreneur 1.0 and 2.0 where I succesfully getting the sponsorship to fund more than 20 special needs children get their trainings and capital to start a business of their own. 2) Parenting Safari, where we educates the society (>600 participants) of the importance of skinning for their child growth and development 3) Getting Rp 300.000.000 total amount of sponsorship for the marketing programs created 4) Maintaining research and CRM to evaluate the operational, creating marketing strategies for sales. Moving from 8 Playrooms (2021-2022) to 21 Playroom (2022-2023).

I have established several superior programs such as ParentScape, International and national workshop/webinars, and pitch several partnership and sponsorship. Meanwhile in Asisstant Director role, I create the SOP, Business dashboard, establishing the recruitment until onboarding process and I also handling licensing and business finance. All of those experience and varies of Jobdesk is having one main goal, sales and branding. From what I have been doing with my Director of Operations, we are successfully generate a rapid sales and finally managed to expanding to a bigger building in Kedoya, West Jakarta.

Upon your need for Marketing Manager role to be filled, I felt complied to submit my resume for your review. As an organized and efficient personal with experience providing comprehensive Creative thinking and personal support, I am confident that I would be a valuable asset to your company. From the experience I had, my skillset allows me to thrive in busy environments that let me put my time management and organizational skills to use. As someone who gets excited by innovation and aspires to work in the place that provide social-positive impacts, it is always been my believe that your company is a place I have to be.

I have faith that having a career in this company would combine my passions in the perfect way. With my proven commitment to delivering the highest level of Creative Marketing and strategical, I am well prepared to extend my record of exceptional service to you in this role.

Thank you for your time and consideration. I look forward tonight speaking with you about this exciting opportunity.

Sincerely,

A handwritten signature in black ink, appearing to read 'Okiya', enclosed in a dashed rectangular box.

Okiya Ayuni Priansa S.Sos