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Welcome to
my life journey

RINA ERVINA
Business Strategyst



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01

About me

Let's get to know me better

ABOUT ME

I am ambitious and passionate about my work. I thrive on challenge and constantly set goals for myself because I love what I do. I am not comfortable with settling and always looking for an opportunity to do better and achieve greatness. In my previous work, I always put my heart on my work and set my client satisfaction and business wellness as my top priorities.



5 Years

Total amount of years I've spent on **business and digital marketing**

VALUES



HARDWORKING

I constantly, regularly, and habitually engaged in earnest and energetic work



BUSINESS SAVVY

I have tactical shrewdness, well-informed and knowledgeable.



COLLABORATIVE

I am pretty good at enhanced stakeholder relationship, great teamwork, and think-tank brainstormers

MY RESUME



EDUCATION

- Jurusan Ilmu Ekonomi Universitas Brawijaya (2016-current)
- SMAN 2 Lamongan (2013-2016)
- SMPN 2 Lamongan (2010-2013)
- MI Ma'arif NU Sunan Drajat (2004-2010)

EXPERIENCE

- Self-Employee in Kaizen Creative as a Business Planner (2019-current)
- Chief Financial Officer in Amalin.id (2019-current)
- Owner and Digital Marketeers in Baebags.id (2017-2019)
- Owner and Digital Marketeers in Korean Shop Indonesia (2012-2014)

ABOUT ME

I am an Introverted woman with INTJ personality. I enjoyed solo traveling and knowing different cultures. And I'm being passionate to talk about the world.

SKILLS

Communication & Critical Thinking



Photoshop



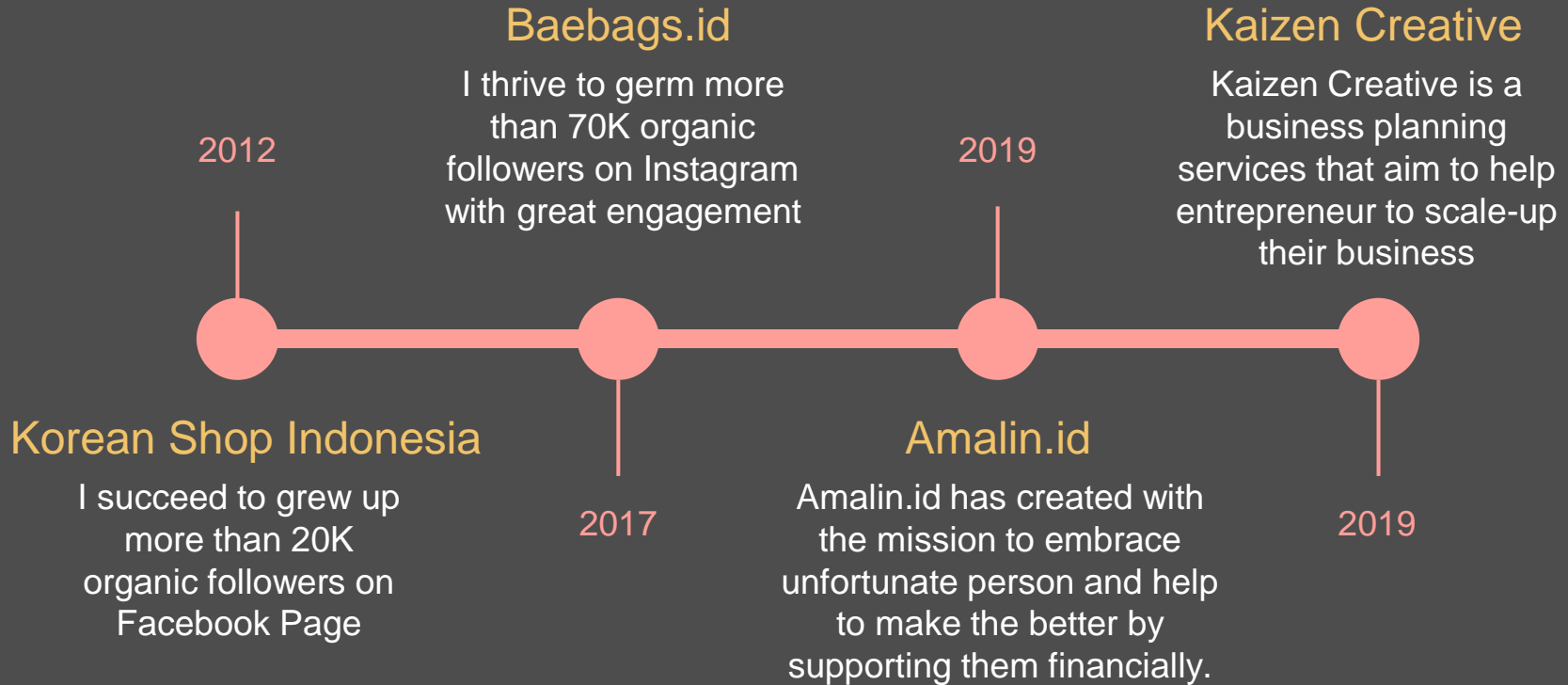
English (B1/Intermediate)



Chinese (Basic Business)



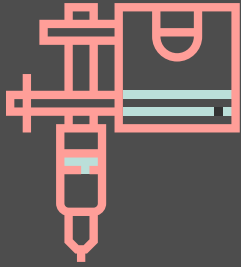
MILESTONES ~



My concent

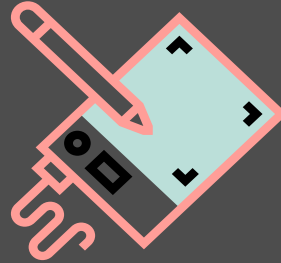
- The things that I have been passionate about

WHAT I DO~



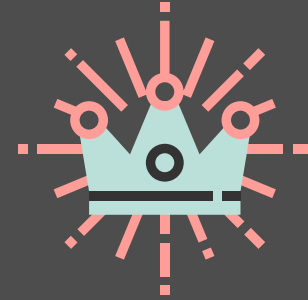
DIGITAL MARKETING

I experienced as an online sellers that growing a traffic through digital platform, increasing the engagement, and growing organic followers as well



BUSINESS PLANNING

I help entrepreneurs as a business planner. I help them to expand and scale-up their business, to get funding, and convince investors



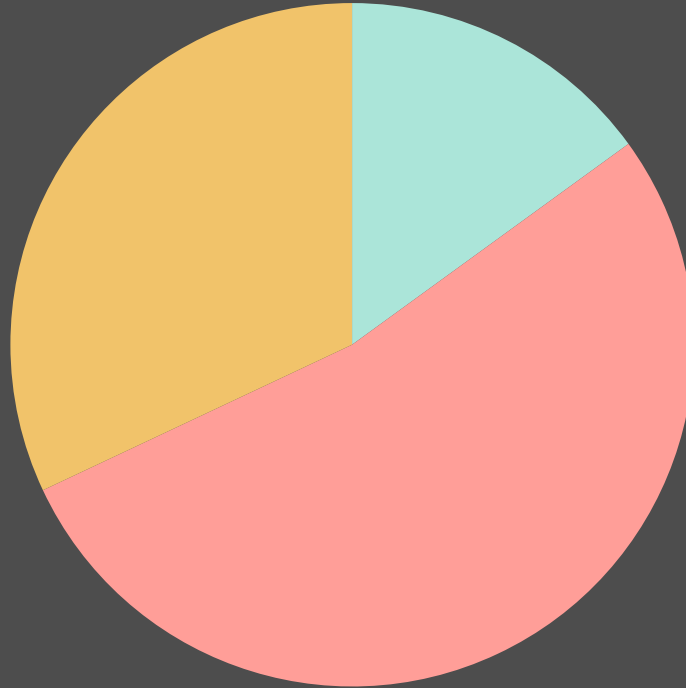
RESEARCH

I involve in some research as a research assistant

MY WORK AREAS

32%
DIGITAL
MARKETING

53%
BUSINESS
PLANNING



15%
RESEARCH
ASSISTANT

03



Business ✨

Planning

HEIBOBA ~

ABOUT THE PROJECT

Heiboba is one of the most famous bubble drink chain in Indonesia. Heiboba getting hyped because their signature has incredible taste and fresh, which is bubble drink combined with regal and lotus biscoff. I have had a great chance to work with them as a business planner. I made a fully designed business plan, which contains general information, financial analysis, projection, SWOT analysis, STP analysis, and so on. This business plan aim to expand their business and franchise.



Fig. 01



Fig. 02

HEIBOBA: IN DEPTH



Negotiating

To make a big deal for both parties, negotiating skill is a needed



Analyzing

Critical observation and analysis is a whole thingy to make a desirable business plan



Designing

To make a catchy but classy I need a graphic design skill and a good taste



Creativity

To reframing a whole business in a proposals and make it easy to understand for nonexpert or commonpeople

POLORIO~

ABOUT THE PROJECT

Polorio is a retail business based in Surabaya. They sell stationary, branded goods, gadget, and so on. They provide a retail and quantity shipping. I had a great time while make a business plan with them. The stressing point in this business plan was the financial feasibility and analysis. How far this business will be strive and making a good amount of profit for the investor. I make bilingual business plan that written in Indonesia and Mandarin.

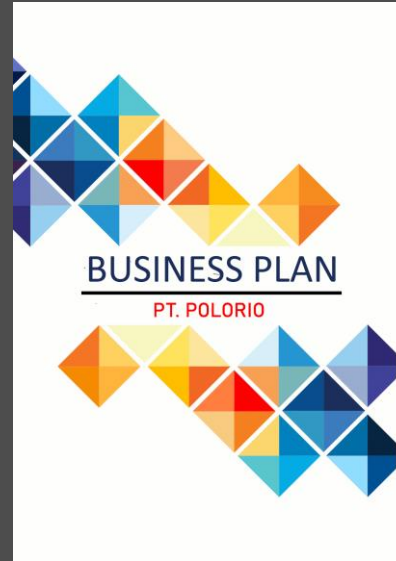


Fig. 01

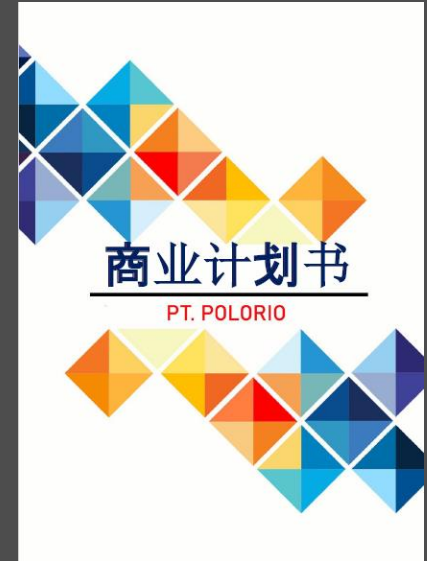


Fig. 02

POLORIO: IN DEPTH



Projection

To convince investor to invest in related business, I need to make a thinkable projection



Analyzing

Critical observation and analysis is a whole thingy to make good points in business plan



Language

Language proficiency both in Indonesia and Chinese is needed



Creativity

To reframing a whole business in a proposals and make it easy to understand for nonexpert or commonpeople

CV SCN ~

ABOUT THE PROJECT

CV Surya Citra Niagatama is a business group that have some franchises license. I help them to make a proposal/offer that contains agreements. This proposal aim to convince their potential partners.

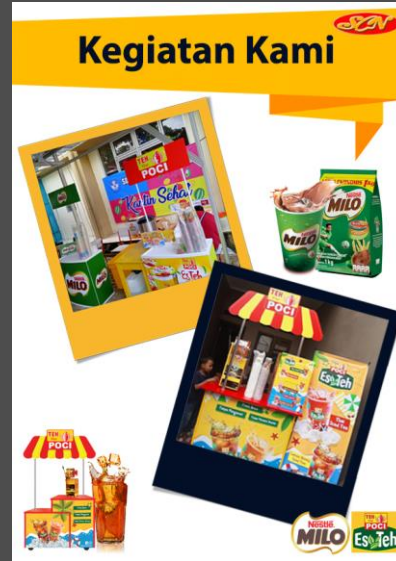


Fig. 01

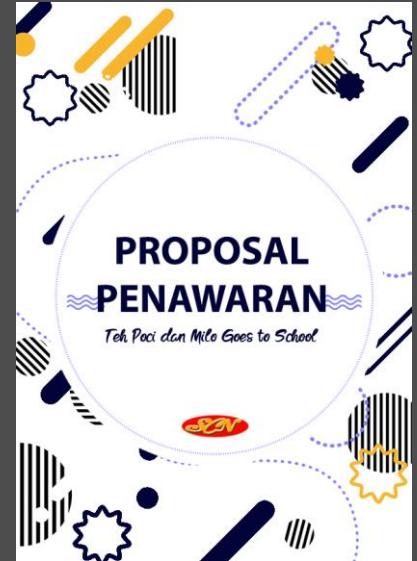


Fig. 02

CV SCN: IN DEPTH



Negotiating

To make a big deal for both parties, negotiating skill is a needed



Analyzing

Critical observation and analysis is a whole thingy to make a realistic plan



Designing

To make a catchy but classy I need a graphic design skill and a good taste



Creativity

To reframing a whole business in a proposals and make it easy to understand for nonexpert or commonpeople

ATHENA PRODUCTIONS ~

(Non-business plan)

ABOUT THE PROJECT

I handled one of Athena Productions' project, The Color Run All Star. I make a proposal for their event. They have a plan to invite some guess stars like Atta Halilintar and DJ Diana Rush as well. So I make them a proposal that match to their concept well.

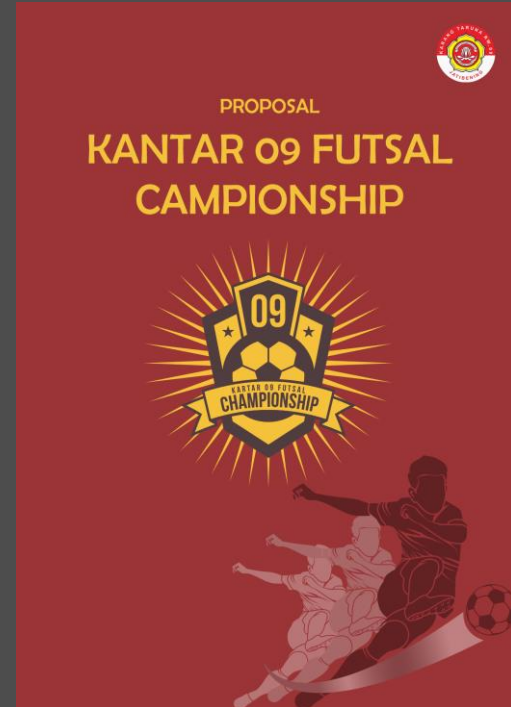


KANTAR CHAMPIONSHIP ~

(Non-business plan)

ABOUT THE PROJECT

Kantar 09 Futsal Championship is an annual event that held by Karang Taruna RW09 Jatibening. I help them to make a proposal that aim to seek a funding for this project.

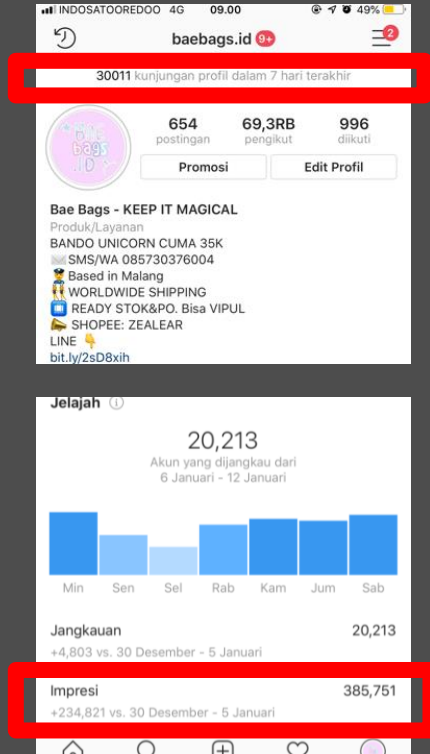


Digital Marketing ✨ and Business Strategyst

04



BAEBAGS.ID ~



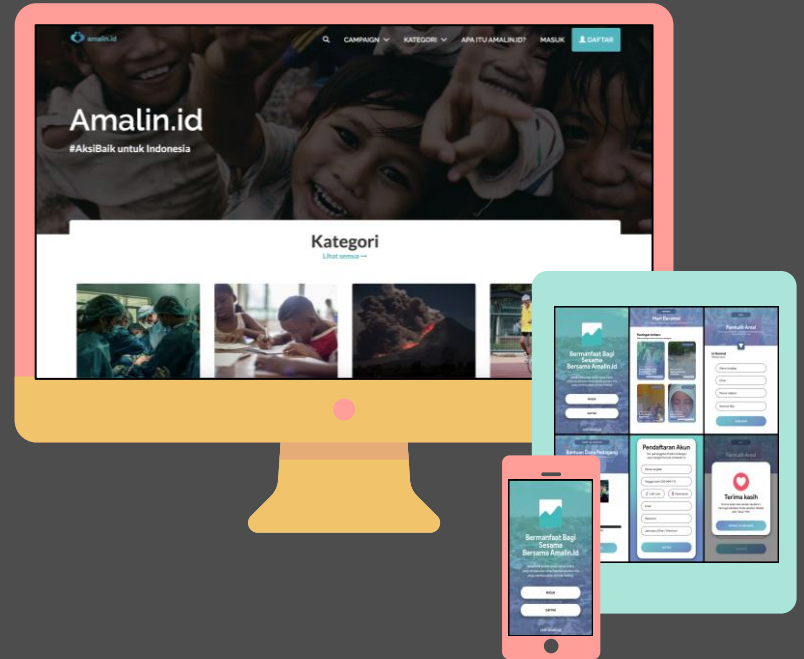
ABOUT THE BUSINESS

Baebags.id is a brand that I have started by myself. I designed the product and my employee will help me to make it real. My main consent was to keep the engagement right on the track. I influenced people with my products, Looking up for influencer that will fit perfectly with my products. My highlight was, I can make my main product, unicorn headband, being viral and keep the total visit perweek stable with a good impression.

AMALIN.ID ~

ABOUT THE BUSINESS

Amalin.id is a crowdfunding platform that supposed to gather up all of #GenerousPeople around the world to bringing up a serenity for a better human race. Amalin.id has created with the mission to bring support for a natural disaster's victims, helps children to liven up their dreams, embrace unfortunate person and help to make the better by supporting them financially. Amalin.id has been awarded as one of the best start-up in East Java by The Mayor of Surabaya, Dr. Ir. Tri Rismaharini, M.T. I played a role as Chief Financial Officer and Business Strategyst.



KAIZEN CREATIVE ~

KAIZEN

A thick red horizontal line underlining the word 'KAIZEN'.

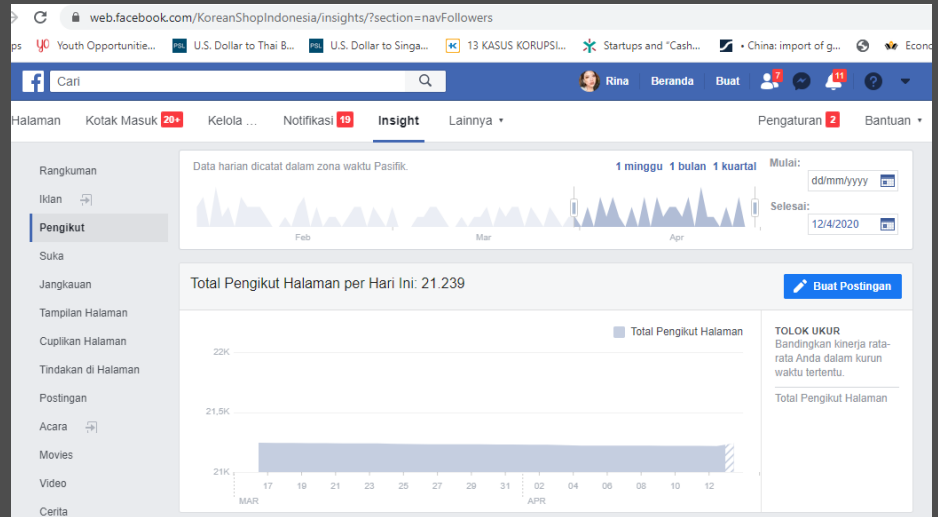
ABOUT THE BUSINESS

Kaizen Creative is a business planning services that aim to help entrepreneur to scale-up their business. I conduct secondary research with keen attention to detail and include market size, market share, industry averages, demographics etc in the business plan.

KOREAN SHOP INDONESIA

ABOUT THE BUSINESS

Korean Shop Indonesia is a retail business that focusing in Kpop or Korean Stuff. Korean Shop Indonesia is one of the biggest online kpop shop in Indonesia at that time with more than 20K followers.



05



Academic

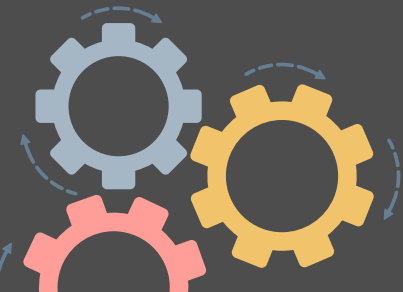
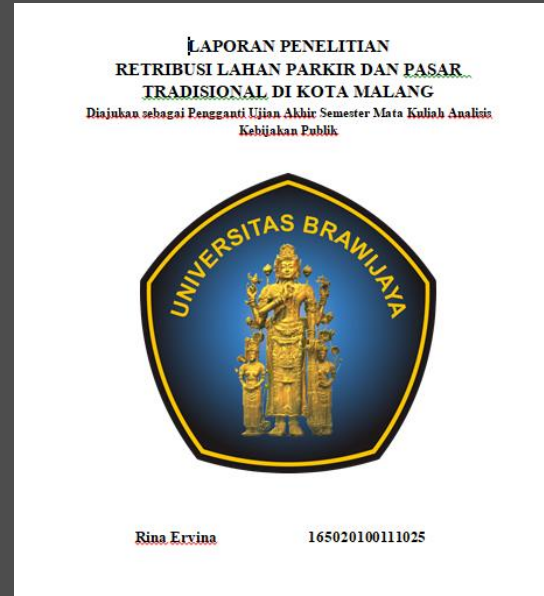


Research

Parking Lot and Traditional Market Retribution ~

ABOUT THE RESEARCH

I played a role as a research assistant for my lecturer project. I collected data with field observation approach and make a research report as well. This research aim to get to know how many potency of parking lot and tradiitional market retribution that still can be inflow.



DISABILITIES PROGRAM ~



International Proceeding ASEAN YOUTH CONFERENCE 2018
PPI-MALAYSIA
ISSN: 2599-2643
<http://ppi-malaysia.org/>

DIFFABILITY MOVEMENT PROGRAM TO IMPROVE THE WELFARE IN MALANG CITY

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Abstract

According to data from the Binapenta 1.5 million diffables are unemployed in Indonesia. Lack of expertise, knowledge and employment information for diffables causes inequality of diffable workers with non-diffable workers and a lack of continued assistance and control of empowerment programs carried out by various agencies. Therefore, Metamorphose Home is a diffable movement program aimed at fostering readiness and increasing the productivity of diffable workers and providing employment information for diffables. This activity method is based on the development of ESQ and intellectual. Furthermore, there is also employment information for diffables through social media, media partners, and direct activity. The results of this activities: 1) increasing the knowledge and ability of the average participant by 53.46% 2) two diffables have experienced an increase in average income of Rp550.000 per month, and 3) five diffables have been received On The Job Training in UMKM Jagoan. To support the sustainability of the program, continued mentoring is carried out through inclusion.inc which aims to help re-branding products of diffablepreneur in Malang.

DOI : 10.5281/zenodo.2549098

1. INTRODUCTION

According to the Law of the Republic of Indonesia No. 8 of 2016 concerning Persons with Disabilities explained that the Company must employ at least 1 person with disabilities. Meanwhile, many companies have not recruited optimally the disabled workforce. In fact, the disabled population in Indonesia is estimated to reach 12.15% or nearly 30 million people. According to Binapenta there are 1.5 million unemployed disabled people. In addition, information sharing on employment that receives diffable workers is uneven. So that more

ABOUT THE RESEARCH

I serve as a head of research. According to data from the Binapenta 1.5 million diffables are unemployed in Indonesia. Lack of expertise, knowledge and employment information for diffables causes inequality of diffable workers with non-diffable workers and a lack of continued assistance and control of empowerment programs carried out by various agencies. So this research purposed to know how big the impact of a dissabilities program in order to increase a dissabilities' welfare in Malang City.

Highway Impact on SMEs ~

ABOUT THE RESEARCH

I played a role as a research assistant for my lecturer project. I conduct primary research with keen attention to detail about SMEs' revenue, their business traffic, and so on.





My Achievements

People see me as a bread winner, perhaps
they do not know I am on roller-coaster ride



No	Type of Award	Institution	Year
1.	Kompetisi Bisnis Mahasiswa Indonesia (KBMI) Grants	Ministry of Research, Technology, and Higher Education of Republic Indonesia	2019
2.	Silver Medal in Paper Competition of Young Scientist International Seminar & Expo	University of Brawijaya	2019
3.	Program Kreativitas Mahasiswa's (PKM) Grants in The Field of Entrepreneurship	Ministry of Research, Technology, and Higher Education of Republic Indonesia	2019
4.	Winner of Write To China	Foreign Policy Community of Indonesia and Chinese Embassy in Indonesia	2019
5.	2 nd The Most Outstanding Students of Faculty Economics and Business	Faculty of Economics and Business Brawijaya University	2019

No	Type of Award	Institution	Year
6.	Silver Medal on The 10 th International Exhibition of Invention and 3 rd World Invention and Innovation Forum	China Association of Invention	2018
7.	Gold Medal on Thailand Inventors Day	National Research Council of Thailand	2019
8.	Bronze Medal on International Conference Brawijaya Youth Economic Forum	University of Brawijaya	2019
9.	Finalist of PIMNAS (Pekan Ilmiah Mahasiswa Nasional) 31 UNY in the field of social services	Ministry of Research, Technology, and Higher Education of Republic Indonesia	2018
10.	Program Mahasiswa Wirausaha's (PMW) Grants	University of Brawijaya	2018





No	Type of Award	Institution	Year
11.	Wirausaha Pemula's Grants (Gerakan Kewirausahaan Nasional)	Ministry of Cooperative, Micro, and Medium Enterprises of Republic Indonesia	2018
12	Finalist of SEASUKA Paper Competition	UIN Sunan Kalijaga	2018
13	ABC's Student (Active, Business, Cumlaude) of FEB UB	University of Brawijaya	2017
14	10th Best Idea EC FEB UB Business Plan Competition	University of Brawijaya	2017
15	3 rd Winner of LINTAS Best Paper	Lingkar Studi Mahasiswa Ekonomi, Faculty of Economics and Business Brawijaya University	2016
16	1 st Winner of Ekonomi Syariah Business Plan Competition	International University of Semen Indonesia	2016

No	Type of Award	Institution	Year
17	1 st Winner of KOMPeK 18th Business Challenge	University of Indonesia	2016
18	1 st Runner Up of EURECA Business Plan Competition	Prasetya Mulya University	2016
19	Grand Finalist of Aimmex Business Challenge	University of Airlangga	2015
20	1 st Runner Up of Pekan Koperasi Business Plan Competition	UIN Syarif Hidayatullah	2015
21	3 rd Winner of Lomba Karya Tulis Ilmiah (Scientific Paper Competition) se- Kabupaten Lamongan	The Official of Education in Lamongan City	2015
22.	1 st Runner Up of Lomba Line Tracer se-Kabupaten Lamongan	Institute Technology Sepuluh November	2012

Your Only
Limit
is your
Mind

CONTACT

Any question? Do not hesitate to contact me through my social media:



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Rina ERpiena



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thanks

