

JENNIFER — BUDIARTO

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ABOUT ME

A dedicated communication professional with a passion and expertise in visual design. An excellent project manager with high problem-solving and critical-thinking skills. A strong people leader who loves development and growth while creating an atmosphere grounded in inclusion. An expert in storytelling through visuals.

Interest

Travelling, foodie, photography, music, and fashion.

Portfolio

www.jenniferbudiarto.com

Skills

Adobe Photoshop, InDesign, Premier Pro, Dreamweaver, Social Media Management, Visual Communication, Wix Website Builder and Management, Content Creation, MS Office.

EXPERIENCE

Brand and Communications Manager | Nido de Montessori, Vancouver, BC

March 2021 - present

- Build, launch, and maintain a strong, consistent, and borderless brand personality that aligns with the company's culture, ethics, and vision for early childhood education.
- Review all communication deliverables prior to release to ensure that the messaging is aligned with the brand.
- Create and manage brand positioning and business growth strategies, development and management of a Media strategy aligned with our school's philosophy, culture, ethics, values, objectives, and vision.
- Create, develop, and curate content for social media channels.
- Provide up-to-date information on programs offered to students to our community.
- Plan office layout to maximize aesthetics and efficiency
- Developed and managed marketing strategies focusing on growing and nurturing the community.
- Designed digital content such as flyers and invitations through Adobe Photoshop and Adobe InDesign.
- Produced Instagram reels, posts and stories on a daily basis.
- Tracked and analyzed social media insights and analytics through Meta Business Suite.
- Engaged and interacted with current community members and sponsors.
- Captured photos of children and their surroundings for marketing and documentation purposes.

Advertising and Promotion Manager | PT. Karyamitra Budisentosa, Indonesia

Dec 2019 - Sept 2020

- Led a team responsible for 5 unique Indonesian footwear brands; Rotelli, Gosh, Bellagio, Piubella, and Rucoline.
- Managed 8 direct reports (Marketing Communication, Social Media, Visual Merchandiser, and Graphic Designer), focusing on their growth and development.
- Drove advertising and promotion strategies aimed at increasing sales.
- Oversaw content creation such as website, social media, and magazine advertisements as marketing material.
- Cultivated excellent relationships with external stakeholders such as sponsors, vendors, and brand ambassadors.

Visual Merchandiser / Section Manager | H&M, Indonesia

November 2016 - November 2019

- Curated captivating displays through research and monitoring consumer behaviour.
- Managed sales, store operations, visual merchandising, and customer service of the store.
- Recruited, trained, and developed sales advisors, along with the store management team.

EDUCATION

Post Degree Diploma in Communication

Douglas College
Vancouver, BC

Bachelor of Arts, Fashion Marketing

Raffles College of Design and Commerce
Singapore

Diploma, Fashion Marketing & Merchandising

Raffles Institute of Higher Education
Indonesia