



# Swastika Putri, S. Par

## MARKETING COMMUNICATION

### PROFILE

Passionate; Have high enthusiasm toward challenges and new experience; Hardworking attitude; Great self motivation; Emphatetic character; Helpful; Open to constructive feedbacks.

### EXPERIENCE

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- svastikaputri@gmail.com
- Tambak Yudan Makmur O 3-4 Pasuruan East Java
- @putrisvast
- @svastikaputri



#### WARINGIN HOSPITALITY HOTEL GROUP

Marcomm Executive  
August 2025 - Present

- Creating and managing promotional materials, digital content, and marketing campaigns for hotel products, services, and events.
- Maintaining and updating room rates, package information, and promotional offers.
- Developing marketing strategies to increase brand awareness, bookings, and guest engagement.
- Supporting the development and launch of new hotel products, packages, and promotional programs.
- Identifying and optimizing marketing channels, partnerships, and digital platforms to maximize sales opportunities.

### ACHIEVEMENTS

- Increased brand awareness through successful execution of integrated marketing campaigns.
- Successfully launched three new products: Space K, C&C Caffeine and Croissants, Taman K.
- Executed social media strategies that resulted in a 28% increase in website traffic and 14% growth in followers.
- Embraced social community surrounding for brand awareness campaign through art and cultural events.



#### K GALLERY HOTEL

Marketing Supervisor  
2022 - 2025

- Oversee marketing communication strategies to promote company's brand, products, or services to its target audience.
- Supervise and delegate Graphic Designers and Content Creators workflow to meet project deadlines.
- Coordinate the design of promotional material and distribute in online and offline channels.
- Advertise company and products/services on various media.
- Plan brand awareness event programs, prepare for press conferences.
- Monitor corporate website and social media pages and address clients' queries.
- Network with industry experts and potential clients to drive brand awareness.
- Gather customer feedback to inform sales and product teams.

### EDUCATION

#### UDAYANA UNIVERSITY, BALI



Tourist Destination Management  
2010 - 2016

#### SURABAYA HOTEL SCHOOL



FB Service and Bartending  
2018

## SKILLS

- Familiar with B2B and B2C advertising campaigns
- Administration Support
- Excellent verbal and written communication skill
- Leadership
- Problem-Solving
  
- Strong Communication in Bahasa
- Fluent in English
- Beginner in Korean and Chinese

## OTHER ACTIVITIES

-  Daily worker at Mc Donald's Kuta Beach 2010
-  Crew Off Air at Trans TV June 2012
-  Marching Band UNUD 2012
-  Leader of Kelompok Ilmiah Remaja SMAN 1 Pasuruan 2008-2009
-  Announcer at PT. Radio Pasuruan Warna Pesona 93.6 FM 2007

## REFEREES

### DEVY WIDYA P.

Cluster Marcomm Manager Waringin Hospitality Hotel Group

+62812 3301 7000

### SINGGIH P. BAYUAJI

GM of Ketapang Indah Hotel

+62822 8397 5398

### PUGUH CATUR W.

Holticulture Manager Bali Bird Park

+62822 3460 3287

## EXPERIENCE

### SWISS BELINN TUNJUNGAN



FB Service Supervisor

2020 - 2021

Monitoring staff, ensuring all the operational are running well, implementing SOP, scheduling, handling daily and monthly report, attending departmental meeting, giving on the job training.



### SURYA HOTEL & COTTAGES PRIGEN

FB Administration Officer

January - December 2019

Having responsibilities in Market List, Store Requisition, Purchase Request, Work Order, Monthly Report, Inventorying, Secretary to FBM, Operational Support, as well as maintaining good relation and communication to the guests.

### JW MARRIOTT & MIDTOWN RESIDENCE



JW MARRIOTT

Casual Waitress

2018

Handling Chinese Wedding and Restaurant Operational



### BJ PERDANA HOTEL AND RESORT

Sales and Marketing

January - December 2017

Contributing in strategic planning for product development, pricing, promotion and distributions, sales visit and telemarketing, arranging room reservation, MICE, and social events.



### STARBUCKS COFFEE BALI

Barista

2012 - 2015

Dealing with customers, upselling, handling complaints, creating high quality products, controlling standard and self life products, contributing to marketing strategy, giving on the job training to new employees, created new system of inventorying to manage the warehouse, managing internal control of handling cash.