



CINTA RUTATI KO

www.cintarutatiko.com

“With 4 years of experiences in marketing and communication, I have developed competencies in commercial planning and communication strategy”



INFO



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Address

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Email

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EDUCATION

2016/
2018 **Master 2 in Internal and External Communication**
University of Lille 3, Lille

2009/
2013 **Bachelor in French Literature**
University of Indonesia, Jakarta



LANGUAGES



English
(current)



French
(current)



Indonesian
(native)



INFORMATICS



Photoshop



InDesign



Illustrator



After Effect



Pack Office



MailChimp



Canva



QUALITIES

Creatif

Autonome

Collaboration

Efficien

Marketing & Communication

Team work

Responsible

Social

Diplomatic



INTEREST

Travel, culture, design, film,
dance, social media.



COMPETENCIES

- **Marketing strategic and operational**
Preparation and implementation of the B2C, B2B and B2B2C marketing plan; Project management; Commercial plan construction; Strategic diagnosis; Market research; Benchmarking; Knowledge of Google Analytics, Mailchimp, Radarly, and Wix tools.
- **Internal and External Communication**
Social intranet; Community management; Communication strategy; Production and dissemination of communication content (emailing, newsletter, web).
- **Visual Communication**
Creation of communication supports (brochures, leaflets, posters, etc.); Mastery of Photoshop, Illustrator and Indesign.
- **Press Relation**
Content redaction of press release.
- **Communication event**
Invitation; Relation with suppliers; Organisation and Management.



PROFESSIONAL EXPERIENCES

- 2018 **Cofidis - Brand Marketing Assistant Manager**
Villeneuve d'Ascq
Creation of campaign to promote credit payment solution for Cofidis business partners
Implementation of commercial animation plan
Creation of communication supports (poster, flyer, banner, etc)
Performance monitoring of client recruitment and membership loyalty program
Manage the commercial animation and content creation for business partner's website
Analyse of competitors and benchmarking
Recommendation to differentiate communication from competitor in web and point of sale
- 2017 **My Zen TV, International TV channel of well-being - Marketing and Communication Executive**
Villeneuve d'Ascq
Community management and press relation
Preparation of marketing and communication materials (presentation, brochure, posters, goodies/promotional items)
Organisation of competition, conception and creation design graphic and layout
Redaction and production of press releases
Partnership network development
Market study and competitor benchmarking
- 2015 **Bank Central of Asia - International Customer Relationship Executive**
- *Jakarta*
- 2016 Management of customer satisfaction on the credit card product.
Recommendation for international fraud management.
- 2014 **Galleries Lafayette Indonesia - Marketing and Communication Executive**
Jakarta
Manage the customer recruitment and loyalty program.
Organization of events in store.
Preparation of marketing materials (promotional gifts, posters, etc.).
Media relation.
- 2011 **Club Med - Gentle Organizer**
Bintan Island, Indonesia, summer job of 2 months
Organise and animate events: games, shows, parties
Accompany and supervise children in various sports and artistic activities (yoga, tennis, basketball, archery, swimming, circus, painting).

CONTACT ME



LinkedIn

linkedin.com/in/cintarutatiko



Facebook

facebook.com/cinta.rutatiko



Skype

cinta.rutatiko