

Yanuar Lazuardy

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Profile Summary

Business Administration graduate with experience in marketing, business development, and administrative roles. Skilled in data analysis, branding strategy, and Microsoft 365 tools. Passionate about organisational management and business growth.

Education

Universitas Telkom Bandung

Aug 2016 – Jul 2021

Bachelor's Degree of Business Administration

- **Cumulative GPA:** 3,18
- **Relevant Coursework:** Marketing Communication, Law of Business, Consumer Behaviour, Marketing Management, Marketing Strategy
- **Activity:** Business Development Intern at Exclusive Agency (currently), Publishing weekly recap of Business Development on LinkedIn held by Tempat Belajar, Bassist of Wine band UKM Embun Music in 2018.

Work Experience

Café PiTeh Gading Pasuruan

Dec 2020 – Nov 2021

Marketing staff

- Assisted in maintaining cafe's brand identity through the logo.
- Managed social media accounts (Instagram & WhatsApp) and Google services (Maps) to increase brand visibility and customer engagement, resulting in a 3% increase in followers and customer interactions.
- Executed marketing campaigns, including weekend promotions, holiday discounts, and loyalty programs, leading to a 2% increase in sales during promotions.
- Established a partnership with GoJek food delivery service to expand customer reach and improve sales through online ordering.
- Organized entertainment such as live music and WiFi administrator for customer's satisfaction.

Internship Experiences

Exclusive Agency Official

Nov 2024 – Jan 2025

Business Development Associate

- Collected potential databases using spreadsheets, and researched them through AI tools such as GMB, SEO and Hunter.
- Sent outreach emails and messages to potential clients regarding marketing partnership using CPanel from company and other communication channels (WhatsApp, LinkedIn and Instagram)
- Worked with another intern to discuss our outreach progress by using our daily/weekly tracker, and reported it to the CEO every week.
- Monitoring the prospects of the clients by sending follow-ups and also gave them warranty of the partnership.

Indonesian Red Cross (PMI) Pasuruan Regency

Jul 2024 – Dec 2024

General Administration & Finance Intern

- Prepared general work program materials as guidelines for PMI headquarters operations.
- Coordinated tasks between the PMI Headquarters and the Blood Donor Unit to ensure smooth operations.
- Assisted in managing logistics administration and monitoring.

- Maintained data systems, governance, monitoring, and evaluation of general administration and logistics management.
- Facilitated administrative and operational needs for internal and external PMI activities.
- Improved the efficiency of financial reporting processes using Google Spreadsheets.

PT. Telkom Witel Pasuruan-Lumajang

May 2019 – Jul 2019

War Room Assistant

- Provided assistance in the presentation of performance reports between units and departments at the Pasuruan-Lumajang Telecommunication Region (Witel).
- Assisted and learned about response coordination to major network outages, service disruptions and learn to identify the root causes, assess the impact appeared and implement solutions to restore department services
- Supported senior staff in coordinating communication between departments to expedite the resolution process.
- Learned business operations through the department of marketing to figure out the marketing strategy of PT. Telkom Witel Pasuruan-Lumajang to gain new customers within the region and make their products reliable among their competitors.
- Learned and developed softskills about teamwork, time management and decision making as knowledge to be brought in workplace.

Organization Experiences

Nahdlatul Ulama Student Association

Apr 2019 – Dec 2019

Staff – Cadre Development

- Facilitated discussions and workshops to increase student participation in campus activities, boosting attendance by 10%.
- Organized training and workshops to support members' personal development.
- Coordinated with other departments to align development programs with organizational goals.

Al-Fath Islamic Student Club - Telkom University FKB

Apr 2018 – Dec 2018

Staff – Cadre Development

- Assisted in mentoring and developing new members to understand Islamic teachings within the organization.
- Organized leadership training, including public speaking, organizational management, and teamwork.
- Held faculty-wide seminars and community service programs aligned with the mission of the Islamic Student Organization (LDK).

Student Executive Board (BEM KEMA) – Universitas Telkom Bandung

Jan 2017 – Dec 2017

Intern – Research and Strategy Division

- Researched campus issues such as academic policies, tuition fees, and campus facilities through surveys and focus group discussions.
- Analyzed data to support the Student Executive Board's decision-making process.

Skills and Certifications

Technical Skills: Microsoft Office, Social Media, Content Writing, Branding Strategy

Soft Skills: Teamwork, Creative, Problem Solving, Empathy, Leadership

Language Skills:

- English : Intermediate
- Indonesian : Fluent / Native

Certifications:

- **Business Development Certifications Career Accelerator**
by Tempat Belajar (2024)
- **Microsoft Excel Mastery for Finance**
by SmartPath (2024)
- **IELTS/TOEFL and English Conversation**
by Aaron's English (2024)
- **Mulai Karir Anda Sebagai Administrasi Profesional (Microsoft 365)**
by Sertifikasiku (2023)

PROVINSI JAWA TIMUR
KOTA PASURUAN

NIK : 3575012206980003

Nama : YANUAR LAZUARDY
Tempat/Tgl Lahir : PASURUAN, 22-06-1998
Jenis kelamin : LAKI-LAKI Gol. Darah : -
Alamat : JL ANYELIR RAYA
RT/RW : 004/005
Kel/Desa : PETAHUNAN
Kecamatan : GADINGREJO
Agama : ISLAM
Status Perkawinan: BELUM KAWIN
Pekerjaan : PELAJAR/MAHASISWA
Kewarganegaraan: WNI
Berlaku Hingga : SEUMUR HIDUP



KOTA PASURUAN
18-11-2015

Ijazah / Certificate

037842



Universitas Telkom

Terakreditasi / Accredited "Unggul", No.407/SK/BAN-PT/AK-ISK/PT/V/2021

Nomor / Number: 632112021000472

Berdasarkan Keputusan Rektor No.KR.526/AKD15/AKD-BAA/2021

Universitas Telkom menyatakan bahwa

Telkom University, under the decree of KR.526/AKD15/AKD-BAA/2021, hereby we declare that

Yanuar Lazuardy



tempat & tanggal lahir: Pasuruan, 22 Juni 1998

Place & Date of Birth: Pasuruan, 22 June 1998

NIK (nomor induk kependudukan): 3575012206980003

ID Number: 3575012206980003

NIM (nomor induk mahasiswa): 1501160221

Student Number: 1501160221

tanggal masuk: 01 Agustus 2016

Date of Enrollment: 01 August 2016

program studi: Sarjana - Administrasi Bisnis

Study Program: Bachelor - Business Administration

Fakultas Komunikasi Dan Bisnis

School of Communication And Business

tanggal yudisium: 27 Juli 2021

Date of Completion: 27 July 2021

telah menyelesaikan dan memenuhi seluruh persyaratan pendidikan, sehingga kepadanya diberikan ijazah ini dan gelar
has completed and fulfilled all academic requirements, thus conferring to the above name the degree of

Sarjana Administrasi Bisnis (S.A.B.)

beserta segala hak dan kewajiban yang melekat pada gelar tersebut.

with all the rights and responsibilities appertaining thereunto.

Bandung, 19 Agustus 2021

19 August 2021

Rektor / Rector

Dekan / Dean

Prof. Dr. Adiwijaya, S.Si., M.Si.



Universitas
Telkom

Ade Irma Susanty, M.M., Ph.D.

Certificate of Completion

this certificate is awarded to

Yanuar Lazuardy

for successfully completing a 8 weeks online class offered by Tempat Belajar

Accelerator Business Development Bootcamp

Student ID:

CA-BD02-005

Certificate ID:

TBJR-CABD-241109-005

Batch:

Batch #2

Held On:

16th August – 9th November 2024



tempat belajar
Tempat Berkarya Indonesia

Rico Marcelino
CEO & FOUNDER



Divandra Prameswari
LEARNING DESIGNER LEAD



Final Report Card

Name: **Yanuar Lazuardy**

Student ID: **CA-BD02-005**



Final Grade Result

B

8 Weeks online class offered by Tempat Belajar

Accelerator Business Development Bootcamp

Grading System

Score	Grade	Description
90 – 100	A+	Exceptional
85 – 89	A	Excellent
80 – 84	B+	Very Good
75 – 79	B	Good
70 – 74	C+	Above Average
65 – 69	C	Average
60 – 64	D+	Below Average
< 60	D	Poor

Notes:

Final Grade shows the overall result obtained by student at Accelerator Bootcamp Program held by Tempat Belajar



tempat belajar
Tempat Berkarya Indonesia

Rico Marcelino
CEO & FOUNDER



Divandra Prameswari
LEARNING DESIGNER LEAD

Final Report Card

Name: **Yanuar Lazuardy**

Student ID: **CA-BD02-005**



Detail Summary Assestment

No	Assestment	Score
1	Post-Test	87 -----
2	Assignment	71 -----
3	Final Exam	80 -----

Assignment Score

No	Assestment	Score
1	Business Model Industry	70 -----
2	Market Research and Segmentation	75 -----

No	Assestment	Score
3	Sales: Lead Generation	70 -----
4	Business Development: Pitching Mastery	70 -----

Final Report Card

Name: **Yanuar Lazuardy**

Student ID: **CA-BD02-005**



Learning Subject Detail

No	Learning Subject	No	Learning Subject
1	Business Development Introduction	6	Sales Part 2: Lead Generation
2	Business Model Industry	7	Marketing for Business Development
3	Market Research and Segmentation	8	Pitching and Negotiation Mastery
4	Strategic Partnership and Business Growth	9	Final Exam: Strategy for Business Development
5	Sales Part 1: Techniques		

Notes:

Program Detail at Accelerator Business Development Bootcamp held by Tempat Belajar (8 Weeks Program).

Rico Marcelino
CEO & FOUNDER

Divandra Prameswari
LEARNING DESIGNER LEAD

#AEonWA Batch 22

Certificate of Completion

Awarded to:

Yanuar Lazuardy

Certificate number : B22059

Nomor standar sertifikat Kemnaker : 9120508709660001

**For successfully completing the Aaron's English on WhatsApp
Batch 22 Program.**

Jakarta, 9th of May 2024



Aaron O'brien
Founder, Aaron's English on WhatsApp



PROGRESS REPORT

Name : Yanuar Lazuardy
Batch : Batch 22
Chosen topics : IELTS / TOEFL, English Conversation
Study period : March - May 2024

IELTS/TOEFL Final Test Simulation (IELTS Band Score Method & TOEFL iBT Scale Score) Each skill is measured: IELTS Band 0-9.5 & TOEFL iBT Scale 0-30				
	Writing	Speaking	Reading	Listening
IELTS	5	-	8	9
TOEFL	20	-	24	27

**Scores for the IELTS/TOEFL Final Test Simulation are only a rough calculation based on Final Test performance and should not be considered as an absolute measurement of one's overall IELTS/TOEFL skills.*

Classroom Evaluation			
Classroom Participation	Vocabulary Acquisition	English Conversation	Average
86	84	87	85.6
Speaking Test Comments :			
-			

Jakarta, 9th of May 2024



Aaron O'Brien
Teacher - Aaron's English on WhatsApp