### Yanuar Lazuardy

(+62)853-3576-9298 • yanuarlaz98@gmail.com • East Java • linkedin.com/in/yanuar-lazuardy/

### **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 costumer'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 expendite 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

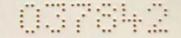
Pekerjaan : PELAJAR/MAHASISWA

Kewarganegaraan: WNI

Berlaku Hingga : SEUMUR HIDUP



KOTA PASURUAN 18-11-2015





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

7 Dekan / Dean

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



de 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	Cei	rtificate ID:	TBJR-CABD-241109-005
Batch:	Batch #2	Hel	ld On: 10	6th August – 9th November 2024

Rico Marcelino
CEO & FOUNDER

Divandra Prameswari

LEARNING DESIGNER LEAD

# Final Report Card

Name: Yanuar Lazuardy

Student ID:

CA-BD02-005



Final Grade Result



8 Weeks online class offered by Tempat Belajar

## **Accelerator Business Development Bootcamp**

### **Grading System**

Score	Grade	Description	
90 - 100	A+	Exceptional	
85 - 89	Α	Excellent	
80 - 84	B+	Very Good	
75 - 79	В	Good	
70 - 74	C+	Above Average	
65 - 69	С	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 t belajai

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	No	Assestment	Score
1	Business Model Industry	<b>70</b>	3	Sales: Lead Generation	<b>70</b> 
2	Market Research and Segmentation	75 	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). t belajar

Rico Marcelino
CEO & FOUNDER

Divandra Prameswari

LEARNING DESIGNER LEAD

## #AEon M/A Batch 22

# **Certificate of Completion**

### Awarded to:

# Yanuar Lazuardy

Certificate number: B22059

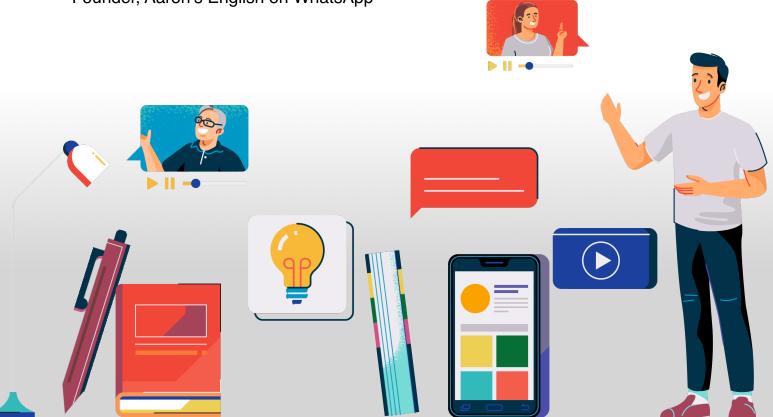
Nomor standar sertifikat Kemnaker: 9120508709660001

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



### **AARON'S ENGLISH ON W**

## **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	

<sup>\*</sup>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 :						
<del>-</del>						

Jakarta, 9th of May 2024

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