

# SITOWATI LISTIARINI

Bekasi, Jawa Barat, 17111 | +6281289647674 | [Portfolio](#) | [LinkedIn](#) | [Email](#)

---

## About

Sito has a degree from Universitas Indonesia & finished a Digital Marketing bootcamp at Purwadhika. Her previous working experiences include, but are not limited to, translation, event organizer, & business development with international market exposure. Over the years, she has shaped into an adaptive, accommodating, & reliable team player. She's also skilled in SEO, SEM, & SMM. Her expertise in attending clients' needs, analyzing the reports, identifying problems, opportunities, & give solutions will be a handy trait as a Customer Experience Specialist.

---

## Skill & Competence

- Communication.
- Tourism/hospitality.
- Clients & suppliers handling.
- Event management.
- Digital marketing (SEO, SMM, SEM, email marketing, content marketing, social ads, link building, robot.txt, schema markup, Screaming Frog)
- Hootsuite, English, French, Microsoft Office

## Certification

- Google: The Fundamentals of Digital Marketing, Google Analytics (Beginners & Advanced), GA IQ, Google Ad Search
  - SEMRush: SEO, Keyword Research, Technical SEO, Mobile, International, & Local SEO, and Backlink Management
  - Hubspot: Social Media Marketing Certification, Content Marketing Certification, and Digital Advertising
- 

## Working Experiences

### ZOOP Mobility Network Inc. - (Singapore)

Freelance Market Research Reviewer (May 2021)

- Report directly to the project manager for Schneider Electric's project.
- Reviewing surveys: make sure the transcription is correct and AI-friendly.
- Auditing interviewers score their tone & manners and rate their probing questions.

### Kuoni Tumlare - PT. Kuoni GTS (Jakarta, Indonesia)

Quotation Executive Staff for EMEA-Australia-Asia (July 2012-August 2020)

- Review and analyze briefs from clients to produce the best feasible itinerary - returning the quotation request within 24 hours with 95% accuracy.
- Investigate clash schedules and budget items - rearranging itinerary and cut budget up to 5-7%.
- Mentor and evaluated new joiners' works - improving accuracy up to 80% within three months.
- Manage individual (and team) workload and deadlines.

Sales Support Staff for Australia (August-November 2019)

- Corresponded with sales and clients, managing the sales process - identify, follow up, and validate new business leads.
- Generate offers, advised clients on the final program, and helped them with the amendment - recommending items reducing quoted price up to 5-7%.
- Build and maintain successful relationships with existing clients and suppliers by collecting feedback.

### Bee Activation - PT Dwi Sapta (Jakarta, Indonesia)

Freelance Liaison Officer for Aspira Mega Rewards (October 2019)

- Responsible person for 40 participants during the three days event.
- Monitored, coordinated, and addressed programs to the participants.

### PT. OS Selnajaya (Jakarta, Indonesia)

Freelance Translator (August 2015-September 2019)

- Read translation materials and researched industry-specific terminology, translating 300 words in 1 hour and ensuring the work meets the deadline.
- Ensured translated content conveys original meaning and tone.
- Proofread translated texts for grammar, spelling, and punctuation.

### PT. STAR Software Indonesia (Jakarta, Indonesia)

Translator English - Indonesian (April-June 2012)

- Read translation material and research industry-specific terminology translated 300 words in 1 hour and ensuring the work meets the deadline.
  - Ensure translated content conveys original meaning and tone using CAT software.
  - Proofread translated texts for grammar, spelling, and punctuation.
- 

## Volunteer

### YAYASAN SERIBU ANAK BANGSA INDONESIA - SABANG MERAUKE (Jakarta, Indonesia)

Assessor (January-December 2016)

- Reviewed, assessed, and classified candidates' applications.
  - Interviewed candidates.
  - Record candidates' assessments.
- 

## Education

### Purwadhika (Jakarta, Indonesia)

Digital Marketing (October 2019-February 2021)

- Build, optimize, and grow Sobat Berkebud's digital assets ([website](#), [Facebook](#), [Instagram](#), [Twitter](#), and TikTok) during a four (4) months course.
- Generate 1k users to the website, grow Facebook followers by 205% & Page Likes by 217%, grow Instagram followers by 79%, grow Twitter followers by 625% & earned 109.3k impression over three months, and generate an ROI of 230%

### Universitas Indonesia (Depok, Indonesia)

S1 Sastra Perancis - GPA 3,23 out of 4.00 (September 2008-February 2012)