

# ALBERT CHRISTOPER

**JUNIOR TRADE MARKETING MANAGER – STANLEY BLACK & DECKER**

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## OBJECTIVE

Agribusiness graduate that had previous volunteering and internship in assisted task, identifying consumer behavior, correlating market trend, attention to detail about proposal process, and good communication awareness. Seeking to acquire the appropriate knowledge to provide the right skills including to propel the organization's vision and mission.

## EDUCATION

September 2018 – December 2022 (Expected)

**University of Riau, Pekanbaru**

**Agribusiness / GPA 3.21**

- Member of Student Association and Student Executive Board
- 3rd – Outstanding Student Award 2021
- Finalist – Paper Presentation in University of Sriwijaya 2020

## SKILL

- Attention to detail
- Adaptive
- Management
- Microsoft Office
- Google Workspace
- Communication
- Multitasking
- Fast Typing 10 Fingers
- WPM 60

## INTERNSHIP

December 2021 to May 2022

**Assistant / PT Perkebunan Nusantara V Tbk**

Pekanbaru, Riau, Indonesia

- Assisted in the preparation and planning of the fertilizer activity by using Microsoft Excel with a simple format, increasing 10% understanding and focus reader.
- Reconciled the infected and healthy plantation by inputting the result into the company's own software to find the safest ratio.
- Maintained a healthy seedling plant and increased the 12% plant's chance to live and reported it by using Microsoft Word with numeric and alpha information.
- Coordinated schedule for maintaining seedlings, such as watering, soil structure, nutrition, and pest control.
- Analyzed factory product output (Palm Oil Crude) in Laboratory, then prepared the daily report using Microsoft Excel and gave advice for maintenance if the product was below the quality standard.
- Provided administrative support with customer and co-workers needs.

April 2020 to April 2021

**Marketing / Ruang International**

Jakarta, Indonesia

- Conducted market research and analyzed current trends by using Google Trends and Hashtag generators.
- Created content plan for various social media platforms such as Facebook, Instagram, and Tiktok with an average growth insight including followers of 10% in 1 month.
- Highlighting information about social media awareness, engaging, and viewers relation progress including evaluate those information.
- Auditing incorrect published caption from media social.

## **VOLUNTEER**

September 2020 to February 2021

**Volunteer Marketing / Growable.id**

Pekanbaru, Riau

- Scheduling organic and paid marketing increased the workflow of ads to publish by 13%.
- Creating the first online shop in Tokopedia, 10+ people order the product.
- Managed contracts working with influencers, increasing brand curiosity by about 10%.
- Communicated to clients who were interested to buy Growable.id products and donation.

July 2020 to August 2020

**Campaign Volunteer / Dictio.io**

Pekanbaru, Riau

- Managed to campaign for mental health with a gardening theme.
- The increasing interest in gardening is 10% regarding mental health.
- Planning script text for presentation and publishing to the Instagram story.