Ghalib Damarillah Asahlintang

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Highly motivated and communicative individual with a specialization in Sales & Marketing. A quick learner with strong interest in market research, marketing campaign, and business development. Possesses managerial experience through work experience as supervisor. Demonstrated capabilities in business performance reporting, budget planning, data management & visualization proven by various work experience. Owning a self developed app to visualizing massive data using Python.

LANGUAGES: Indonesia (Native), English (Professional; TOEFL ITP: 550, EF SET C2 Proficient, DET: 125)
SKILLS: Market Analysis, Data Analysis, Market Research, Strategic Marketing, Marketing Campaign, Leadership, Cross Cultural Collaboration, Communication, Adaptability, Microsoft Office, Google Looker, Google Workspace, Canva.

EDUCATION

Universitas Airlangga, Indonesia **(September 2021 – November 2025)**
Bachelor of Management, Marketing Specialization | GPA 3.72/4.00

- Enrolling in various marketing related courses such as: business communication, integrated marketing communication, marketing management, strategic marketing, etc.
- Thesis: The Influence of Utilitarian Environmental Benefit on Green Perceived Value, Green Brand Image, Attitude Toward Green Brand, and Green Purchase Intention with Moderation of Environmental Concern

Universiti Malaya, Malaysia **(May 2023 – May 2023)**
Short-Term Mobility Program

- Participated in business and economic development lectures and presenting the long term potential of Indonesia's MSME development as final project.
- Conducted a study visit to the Central Bank of Malaysia and the Asian Institute of Chartered Bankers (AICB) to gain insights into the role of banking institutions in supporting Malaysia's economic growth.

Burapha University, Thailand **(June 2025 – July 2025)**
Cross Cultural Program

- Participated in an international cultural exchange, involving youth delegates from eight countries. Developed cross-cultural communication, public speaking skills, and international networking. Presenting the potential of unified ASEAN visa to strenghten the regional cultural tourism as final project.

Mahidol University, Thailand **(August 2023 – August 2023)**
Sustainable Business Practices Studies

- Attended sustainability studies lectures and collaborated with Mahidol University students to present a final project on the business potential of food containers made from dried banana leaves in Thailand and Indonesia as a plastic waste reduction solution, achieving 2nd place among all projects.
- Company visit to Ajinomoto and Betagro International to gain practical insight on sustainable practices.

PROFESSIONAL EXPERIENCE | Portfolio: https://bit.ly/apple_ghalibda (page 4-15)

Wismilak Inti Makmur, Tbk. <MOST RELEVANT EXPERIENCE> **(March 2026 - Present)**
Supervisor

Utilizing Python programming language, Excel, Power BI, and Google Data Studio to mapped consumer segments and territories in West Depok to optimize targeted product development. Analyzed market positioning via BFT research, BCG Matrix, and other business consultant level framework to improve strategic planning. Notable achievement, Developed a Python-based application that enables supervisors to optimize daily sales representative route planning. The application has been successfully adopted and used by Wismilak Inti Makmur in the Bogor Area and is currently being considered for nationwide implementation. (See more about my app that I developed in Portfolio, page 4-6).

Teaten.id **(September 2024 – June 2025)**
Chief Executive Officer

Formulated Teaten.id's marketing strategy, including market research, branding, digital campaigns, customer acquisition, and performance analysis using Google Looker and spreadsheets. Successfully generated Rp28 million in revenue in two months, secured funding of more than Rp30 million from various stakeholders, won the Best Company Award at the Airlangga Collaborative Entrepreneur Camp 2024, and was selected as a member of the Airlangga University business incubator.

Ministry of Finance of Republic of Indonesia **(June 2024 – September 2024)**
Enumerator of Annual Satisfaction Research

Collected data with interview from 50 respondents representing key stakeholders, including PT Freeport Indonesia, PT Japfa Comfeed Indonesia, PT Indonesia Smelting Technology, PwC, Kejaksaan Tinggi Jawa Timur, Kodam V/Brawijaya, etc.

Above The Line Marketing Agency **(February 2024 – June 2025)**
Copywriting Specialist

Responsible for content writing for clients such as the International Undergraduate Program (IUP) in Management, Universitas Airlangga, PT Kasir Pintar International, and Koperasi Mahendratta which collaborating with Mayora, Bank Rakyat Indonesia, Jamoe Iboe, dan Bulog.

ORGANIZATIONAL EXPERIENCE | Portfolio: https://bit.ly/apple_ghalibda (page 13-17)

Badan Eksekutif Mahasiswa Fakultas Ekonomi dan Bisnis Univ. Airlangga **(March 2022 – January 2024)**

Vice Head Department of Science **(January 2023 – January 2024)**

Acting as head of three flagship department programs and one faculty work program.

- *Program Kreativitas Mahasiswa* (PKM), compiled a grand plan for the 2023 FEB PKM strategy which was proven to be successful in bringing FEB Universitas Airlangga to become the official champion in the 2023 Airlangga University Student Scientific Competition.
- English Development (E-Dev), developed a marketing plan and campaign to introduce the English Language Proficiency Test (ELPT) Program, which was attended by 119 participants, in collaboration with the Airlangga University Language Center.
- Center of Information (COIN), is a media partner for various national and international scale activities and events with an engagement performance level of 2000+ views per post.
- FEB Achievement Award, an annual faculty program dedicated to outstanding student in faculty.

Staff Program Kreativitas Mahasiswa (PKM) **(March 2022 – January 2023)**

Acting as executor of PKM FEB Universitas Airlangga initiatives and coordinating with various stakeholders, the following are some of the initiatives undertaken:

- Leading a mentor team consisting of 18 experienced students in the PKM field to accompany 93 teams.
- Innovating a decentralized organizational structure by collaborating with the Pusat Pengembangan Prestasi Mahasiswa FEB UNAIR and all FEB Student Organization so that the mentoring and team screening process runs more quickly and accurately.

This initiatives makes FEB Airlangga University the faculty with the largest number of PKM proposals at Airlangga University in 2022.

Awardee Bank Syariah Indonesia (BSI) Scholarship UNAIR Batch 2 **(December 2022 – November 2024)**

President (Head of Awardee)

Leading the execution of major BSI Awardee Batch 2 UNAIR organization projects such as:

- BSI Scholarship Goes to Campus 2023, aimed to increase awareness of the BSI Scholarship, this event was attended by 112 participants from Airlangga University.
- Awardee of BSI UNAIR Social Project in Jati Village Trenggalek 2024, this social project has the main objective of improving the capabilities of local MSMEs in digital marketing and digital financial reporting.
- The BSI Scholarship Ramadhan Social Project aims to enhance the organization social impact. This program organized as a break-fasting event with orphans in 2023 and 2024.

Airlangga Startup and Innovation Incubator (ATAVI) **(April 2025 – November 2025)**

Member

Actively involved in business expo and networking events between startup founders and investors. These activities include business presentations to investors and business development classes on marketing, finance, human resources, and supply chain.

CERTIFICATION | Portfolio: https://bit.ly/apple_ghalibda (page 19-21)

Certified Microsoft Office Proficient - *Trust Training Partners* **(March 2025)**

Credential ID: 25EVA0411

Professional understanding of Microsoft Excel, Microsoft Word, and Microsoft Powerpoint.

Certified Risk Management Competency - *LPK FEB UNAIR* **(July 2023 – July 2026)**

Credential ID: 040225-16/UN3.1.4/LPK/2023

Demonstrated competency in conducting risk assessments and utilizing various tools to ensure risks are effectively monitored and measured.

Certified Digital Marketer – *Badan Nasional Sertifikasi Profesi* **(October 2023 – October 2026)**

Credential ID: No.73100 2431 0001969 2023

Demonstrated competency in SEM and SEO strategies using Google Ads, Meta Ads, Yoast SEO, Google Trends, and conducted online market and competitor analysis using Dimia.id.

NON ACADEMIC ACHIEVEMENT | Portfolio: https://bit.ly/apple_ghalibda (page 19)

2nd Universitas Muhammadiyah Purwokerto Business Plan Competition **(May 2024)**
4th Winner of Pemilihan Mahasiswa Berprestasi FEB UNAIR **(December 2023)**
1st Kompetisi Ilmiah Mahasiswa (KIM) Universitas Airlangga **(November 2022)**
3rd Winner of Grand Economic: EDITION Debate Competition **(October 2022)**
Best Presentation Sinergitas Program Merdeka Belajar Kampus Merdeka **(March 2023)**

OTHER MARKET RESEARCH RELATED PROJECT | Portfolio: https://bit.ly/apple_ghalibda (page 18)

Garuda Indonesia Strategy Formulation Analysis **(December 2023 – January 2024)**

Conducted a strategic analysis of Garuda Indonesia as a case study, applying business analysis skills using various strategic management tools, including the Internal–External (IE) Matrix, SWOT Matrix, Strategic Position and Action Evaluation (SPACE) Matrix, Boston Consulting Group (BCG) Matrix, Grand Strategy Matrix, and Quantitative Strategic Planning Matrix (QSPM).

Wismilak Business Case Presentantion **(December 2025 – January 2026)**

Conducted a market and strategic analysis of Wismilak Business Case Project using a retail survey case study, applying strategic management tools such as the IFE, EFE, IE, and BCG matrices to develop market penetration and product development strategies.