

# Regina Lusi

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Senior Marketing Communication with 7+ years of experience bringing a proven ability to develop and execute comprehensive marketing strategies, oversee marketing campaigns across various channels, including digital, social media, print, and events, also effective communication in the hospitality industry. Seeking a challenging position to utilize my skills and contribute to the growth and success of a dynamic organization.

## Professional Experience

Senior Marketing Communication

**Pratasaba Group, East Kalimantan, Indonesia**

*From January 2017 to Present*

- Developed and executed comprehensive marketing communication strategies to drive brand visibility and increase market share.
- Led the planning and implementation of integrated marketing campaigns, resulting in a 20% increase in customer acquisition and a 43% growth in revenue by this year.
- Created and edited content for marketing collateral, website, and social media platforms.
- Managed the company's social media presence and engagement, resulting in a 30% increase in followers and improved brand perception.
- Monitored and analyzed campaign performance using analytics tools, adjusting strategies as needed to achieve department's KPIs.

Front Department Leader

**Pratasaba Resort, Maratua Island, Indonesia**

*From August 2018 to September 2019*

- Supervised front desk agents, providing guidance, training, and support to ensure exceptional guest service.
- Managed daily front desk operations, including check-ins, check-outs, reservations, and guest inquiries.
- Monitored and maintained guest satisfaction levels through personalized service and prompt resolution of guest issues or concerns.
- Collaborated with other departments, such as housekeeping and maintenance, to ensure guest requests and special accommodations were met.
- Conducted regular staff meetings to communicate updates, share best practices, and address any operational issues.
- Assisted with managing room inventory, revenue management, and rate strategies to maximize occupancy and revenue.

Digital Marketing Specialist

**Pratasaba Badra Raharja (Travydoor), Balikpapan, Indonesia**

*From October 2019 to Present*

- Created and developed content for 5-7 company's social media accounts including Instagram, Tik Tok, Facebook and Threads.
- Developed and executed comprehensive social media strategies that increased brand awareness and grew social media following by 50%.
- Monitored social media trends and competitors to identify opportunities and adjust strategies accordingly.
- Managed social media advertising campaigns, optimizing targeting and budget allocation to maximize ROI.

## Education

### **Gadjah Mada University**

Yogyakarta, Indonesia

2007 - 2015

Bachelor of Science, International Relations

## Additional Skills

- Team leadership and collaboration
- Proficient in MS Office (Word, Excel, PowerPoint, Outlook)
- Communication
- Customer satisfaction
- Marketing strategy
- Business development
- Social media/digital marketing
- Content creation and copywriting
- Graphic design
- Fluent in Bahasa Indonesia and English