

Rosalina

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 <https://rosalina.me/>

Summary

I am a dedicated and results-driven professional with 9 years of entrepreneurial experience, complemented by my recent work as a freelance data analyst and general virtual assistant since 2023. My background has equipped me with a strong business acumen, analytical skills, and a proven track record of delivering high-quality results. I excel in:

- **Data Analysis:** Expert in transforming complex data into actionable insights, helping businesses make informed decisions.
- **Virtual Assistance:** Proficient in providing comprehensive administrative support, streamlining operations, and enhancing productivity.
- **Business Strategy:** Adept at developing and implementing effective strategies that drive growth and efficiency.

My unique combination of entrepreneurial experience and freelance expertise makes me an ideal candidate to bring value, innovation, and efficiency to your team.

Experience



Freelance Data Analyst and General VA

Freelance

Jun 2023 - Present (1 year 2 months)

As an aspiring data analyst and virtual assistant on the side, I bring a unique set of skills and experience to the table. I provide service related to the field remotely, and currently I'm using Upwork as my main freelancing platform.

Some jobs that I successfully did:

- Fixed formula for Google Sheet.
- Usability testing a delivery app, managed the test result's photos and made a short report.
- Physical site visit and made a report.

Technologies / Tools:

Spreadsheets, Microsoft Office, Canva, SQL, Python



Co-Owner

Minimarket Rosalina

Jun 2016 - Present (8 years 2 months)

Our family retail business, established in 1993, is located in Ngoro, Mojokerto, and includes a minimarket, clothing store, and food stand. Since becoming co-owner alongside my mother - who is also my mentor, I've taken on various roles to drive growth:

- Trained a retail sales manager to oversee daily operations.
- Improved cash flow by reducing slow-moving product stock using data from our store information system.
- Reduced the debt-to-capital ratio by increasing cash flow and managing profits, boosting overall sales.

- Launched online stores on major Indonesian marketplaces, Tokopedia and Shopee.
- Opened our Surabaya branch, which generates our highest online revenue.
- Created a social media specialist team for Instagram and Facebook, achieving a 1.94% engagement rate on Instagram.
- Launched a Google Ads campaign, reaching a 3.72% interaction rate all time.

These initiatives have significantly impacted the growth and success of our family business.

Skills: Social Media Marketing · Shareholder · Customer Service · Presentation Skills · Instagram Advertising · Business Ownership · Spreadsheets · Business Development · Digital Marketing · Sales · Canva · Retail · Adobe Lightroom · Google Ads · Data Collection



Owner

Erosa

Dec 2015 - Apr 2018 (2 years 5 months)

As the solo owner of a small personalized gift business, I wore many hats.

- As the designer, I made more 1000+ design for mugs which was my main product, but also for cards, pouches, packaging, canvas, etc.
- For marketing, I took the product photos using Sony A6000 camera and edited them using Adobe Lightroom. I mainly post them on Instagram and used ads every once in a while to drive new customers in. At its peak, I successfully reached 1% engagement rate.
- For sales, as it was only online based store, I put my store on online marketplace such as Tokopedia and Shopee.

Technologies / Tools:

Adobe Illustrator, Adobe Photoshop, Adobe Lightroom, Spreadsheets, Instagram, Tokopedia and Shopee

Skills: Social Media Marketing · Customer Service · Instagram Advertising · Business Ownership · Adobe Photoshop · Spreadsheets · Sketching · Business Development · Adobe Illustrator · Digital Marketing · Sales · Retail · Adobe Lightroom · Drawing

Education



Petra Christian University

Sarjana Komputer (Bachelor of Computer), Informatics Engineering

Jul 2011 - Aug 2015

I learned a wide range of topics such as software development, network security, programming, database management, and more. With this degree, graduates will be equipped with the knowledge and skills to design, develop, implement, and maintain IT systems and networks. Additionally, the program provides students with the opportunity to gain hands-on experience in the field of IT through internships and projects. Upon completion, graduates will have the necessary skills to succeed in the ever-evolving IT world.

Graduation Project titled "Web and Facebook Based Crowdfunding Application as Fundraising Intermediaries"

Licenses & Certifications



EF SET Certificate - EF Education First



Technical Support Fundamentals - Coursera

WP5HLJ2PMLVJ



Visual Elements of User Interface Design - Coursera

YTGRSHRFW59X



UX Design Fundamentals - Coursera

F9FYJSS82GEM



Introduction to Social Media Marketing - Coursera

CUP3UESDRX7X



Web Design: Strategy and Information Architecture - Coursera

WH9V848JJSDT



Google Data Analytics Specialization - Coursera

6JSP8VQ4DQR7

Skills

Data Analytics • Presentation Skills • Data Calculations • Data Integrity • SQL • Spreadsheets • Social Media • Business Development • Market Research • Business Analysis

Honors & Awards



Cum Laude - Universitas Kristen Petra

Aug 2015

My University granted this honor for every graduate who got more than 3.5 GPA.



Aktif Berprestasi - Universitas Kristen Petra

Aug 2015

My University granted this honor for every graduate who achieved a certain point as an active student in organization or University events during 4 years of study.