# PETRA JULIANA BELLA



STAFF OPERATION

Graduated Magna Cum Laude in Digital Marketing from Kalbis University, with professional experience in tour operations and social media management. Possesses strong communication skills, attention to detail, and the ability to work both independently and collaboratively. Skilled in content creation, copywriting, design, and analytics. Eager to contribute and grow professionally.


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- petrajulianbella2019@gmail.com
- Jl. Sumur Batu Raya no 9 Rt 01 Rw 07


## PERSONAL DATA

- Place, Date of Birth : Jakarta, 7 July 2001
- Gender : Female
- Status : Not Married

## EDUCATION

**2020 - 2024**

Kalbis University | Management; Digital Marketing

Magna Cum Laude majoring in Management, Digital Marketing. Received an average GPA of 3.81. Representing the campus in various competition and actively participating in organizational activities.

**2016 - 2019**

SMA 1 Kartini Jakarta

Top three students for three consecutive years. Represented the school in various competitions; Olympic Mathematics, Japanese Language, Debate, Poetry, etc.

## ORGANIZATIONAL ACTIVITY

- 2014 : The Head of PMR SMPN 183
- 2015 : The Head of OSIS SMPN 183
- 2018 : The Head of Japanese Club SMA 1 Kartini
- 2020 : Secretary of Public Speaking Department at Kalbis University
- 2021 : Secretary of Investment and Tax Department at Kalbis University

## SKILLS

- Ms Office ; Word, Excel, Power Point
- Editing applications: Canva, CapCut, Lightroom, Photoshop etc.
- Language : Indonesian (active), English (passive), Korean (passive)

## EXPERIENCE

**Tour Operation (Braca Tour)**

PT. Braca Makmur (January 2023 – January 2026)

Planning and organizing tour packages, coordinating with domestic and international vendors, including hotels, transportation, tour guides, and handling travel documents, visas, insurance, and other matters. Ensuring customer satisfaction by handling special requests and complaints. Learning the ticketing system.

**Tour Leader (Braca Tour)**

PT. Braca Makmur (Seasonal)

Led and oversaw all aspects of group travel operations. Ensured participant comfort and managed group dynamics by serving as a guide, mediator, and problem-solver for all on-field situations.

- Domestic; Jakarta-Bogor, 29 July – 2 August 2025 (400 participants)
- South Korea, 26 April – 2 May 2025 (55 participants)
- Thailand, 23–26 February 2025 (105 participants)
- China, 1–7 November 2024 (180 participants)
- South Korea, 14–20 October 2024 (35 participants)
- Thailand, 16–19 March 2023 (128 participants)

**Social Media Intern**

@Putripaidepok.id dan @Putripai_jaksel (2020 - 2022)

Developed Content Plan and Present Reports. Managed to double the number of followers by +100% in just one year. Used Skills: Copywriting, Design, Analytics.

## REFERENCE

- Josie Valentino (Public Relations at Grab) - 0812-8745-3078