

Rachel Santika

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EDUCATION

Edmonds College

Associate in Business

University of Washington

Real Estate with a minor in Business Administration,
Professional Sales Program

Expected Graduation: June 2023

ORGANIZATIONAL & WORK EXPERIENCE

The Jack and Ann Rhodes Professional Sales Program – Foster School of Business Present

Head of Social Media Team

Business Impact Group Present

Research and Development

Indonesian Students Association at UW (ISAUW) September 2021– Present

Marketing Communications Officer

- Led the marketing division for fundraising, and was able to double the sales from last year, and reached out to 8837 people from our social media, an unprecedented feat in the history of ISAUW.
- Managed official social media page with 1,9k followers (@isauwhuskies on Instagram), and was able to increase the account's impressions and engagements.
- Created social media posts : graphics, videos and captions for all ISAUW events using Canva, Microsoft Office, iMovie.

University of Washington Housing Food Services November 2021– Present

Student Assistant

- Working in a fast-paced environment.
- Assist customers and answer questions regarding menu items, ingredients, location, current prices, and available goods.
- Consistent technical and creative problem solving when responding to customer inquiries and resolving customer disputes.

Leads Property (Real Estate Consulting) June 2022– August 2022

Analyst Intern

- Data collection and database analysis on property sectors in Indonesia (condominiums, landed housings, shophouses) from various platforms.
- Utilized Google Earth, Maps, and Microsoft PowerPoint tools to make site analysis for Mitbana and Sinar Mas Land.

Anugerah Sejahtera Group December 2020-September 2021

Financial Administrator

- Assist in producing accurate reports for management on a daily/weekly/monthly basis with attention to detail.
- Handle all cash processing duties performed by the department, including checking, balancing and reconciliation of moneys

The Thrift Bar November 2020– June 2021

Founder

- "The Thrift Bar" is an online shop selling second-hand items on Instagram and Carousel.
- Produced contents on Instagram, TikTok and Carousel to expand market reach, and build followers engagement.
- Managed daily operations of the shop, including marketing, clientele, bookkeeping, packing, and shipping.

Edmonds Indonesian Club September 2020 – January 2021

Marketing Officer

- Organizing and promoting events that will gather the Indonesians at Edmonds College
- Collaborating with other departments on campus to create events promoting cross-cultural understanding among domestic and international students.

Projects

- **Relentless Festival x Sayap Ilmu 2019** : Organized an SPH student-led event that consists of a Worship Concert & Christmas Festival made to serve and unify all youths. Proceeds from this event will lead to Sayap Ilmu Sentul, as a research project for students in Indonesia's rural areas.
- **Deloitte x UW BEA Ethics Case Competition 2022**: Participated with one other teammate, in which we had to present our thoughts and solution for ToneTrak's company's problem with heavily using endorser as a form of marketing.
- **Keraton Festival 2022** : In charge of the marketing and being the Master of Ceremonies of the largest Indonesian festival on the west coast, that was attended by 4000+ visitors in Greater Seattle, featuring big performers like Dhruv and Lullaboy.

Awards

- Dean's List (University of Washington – Fall 2021)
- Honor Roll (All Quarters in Edmonds College)

SKILLS

- **Technical Skills:** English Writing Proficiency, Microsoft Office, Content Creating.
- **Soft Skills:** Leadership, Marketing & Communication, Team Work, Time Management, Adaptability, Problem Solving.
- **Languages:** Fluent in English and Bahasa Indonesia.