

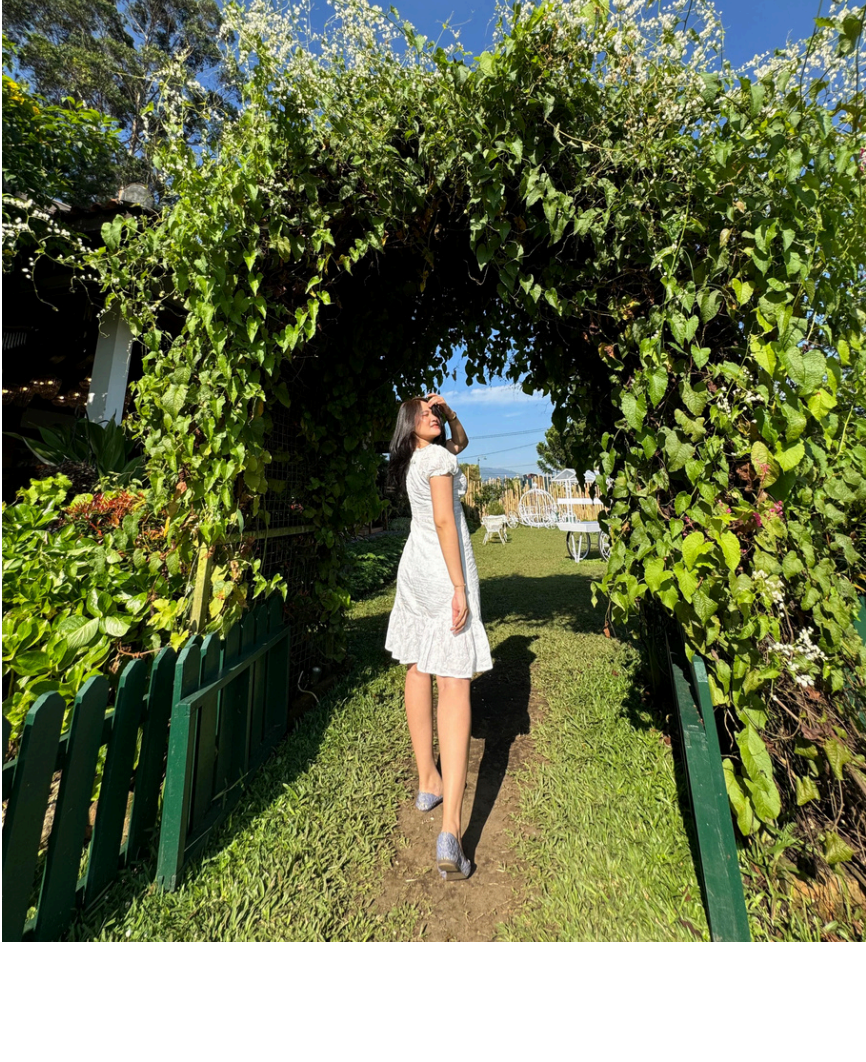
Silvia Noviani

SOCIAL MEDIA SPECIALIST

MARKETING



BIO



I am a Marketing and Social Media Specialist.

Hi, I'm Silvia. I work in marketing, both offline and online, where I design and create strategies for various brands and industries. I also handle events and serve as an MC, which are some of my key skills.

In addition to my professional pursuits, I enjoy traveling to new places and meeting, interacting, and collaborating with new people.

Work Experience

PT. Rajawali Hiyoto
Product and Brand Development
2022-Now

PT. MEA Digital Marketing
Marketing Manager
2020-2022

PT. Panon Mahia Nusa
Marketing and Account Executive
2019-2020

PT. Bank DBS Indonesia
Risk Analyst
2017-2019

Skill

- Public Speaking
- Marketing
- Marketing Relation
- Copy Writing
- Leadership
- Social Media Management and Campaign



Preparing the product launch proces

I take full responsibility for the end-to-end new product launch process—starting from pricing research, competitor analysis, and sales forecasting, to crafting and executing strategic launch plans across offline and online platforms.



Managing events and branding



I am responsible for organizing and overseeing all event marketing activities, including internal and external events, as well as regional and national-scale events conducted by the company.

These include gatherings, product knowledge sessions, company visits, and more.

Preparing Point of Sales Material

Responsible for preparing, managing, and delivering all Point of Sales Materials (POS) to support branding and sales efforts—including catalogs, flyers, posters, banners, and X-banners—distributed to branches throughout Indonesia.

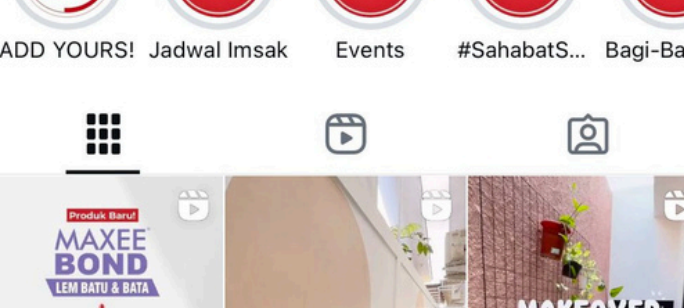


Sosial Media Management

Sanlex 1,164 posts 17,6K followers 71 following

Building Materials
Official Account Sanlex Mewarnai
Brand of PT. Rajawali Hiyoto
Facebook Fanpage: Sanlex Mewarnai
TikTok: Sanlexid
Jl. Lembah Sukaresmi III No. 32, Cipede, Kec. Sukajadi, Bandung
linktr.ee/sanlexid

Followed by aaryand_rhyangustina and 25 others



Responsible for creating and managing all social media content, as well as identifying and selecting Key Opinion Leaders (KOLs) for collaboration

Copy Writing

Responsible for writing a wide range of articles to support product launches and contributing content to both online and offline media outlets.



A cheerful, people-oriented professional who thrives on learning, exploring new challenges, and brings strong expertise in both traditional and digital marketing.

Let's work together



Silvia Noviani
088218302012
snoviani50@gmail.com
[@Silvia_noviani20](https://www.instagram.com/Silvia_noviani20)
Jl. Dangdeur Indah 1 no.1,
Bandung