

## **Sri Noor Cholidah (Ms)**

Jln. Bangbayang Selatan, No. 35-a Bandung, West Java Province, Indonesia.

Email: [srinoorch@gmail.com](mailto:srinoorch@gmail.com)

Phone : +402 429-5419

### **Profile**

I am an energetic and enthusiastic person who enjoys challenges and achieving goals. My career objective is to provide small and medium entrepreneurs in Bandung with solutions that increase their business. The qualities that I bring to the work place is the ability to work well on a team in an organized, efficient, meticulous fashion. I work well under pressure, enjoy challenges, and I show pride in all the work I do.

### **Education and Qualification**

2008 – 2013 BA, Padjadjaran University, Undergraduate Program of Faculty of Agriculture

Course work: Mathematics, Business and Enabling Environment Program, Econometrics, Micro Economics, Production and Operation Management

### **Work Experience**

2014 – Present Project Supervisor of Saung Inovasi in Padalarang, Indonesia

Responsibilities include:

- Arranging, managing, coordinating the production of SHARE BAG
- Engaging with customers directly to determine their needs and expectations toward fashion brands to predict the continual improvement of the company's sales
- Conducting research with customers in order to improve branding actions of SHARE BAG and giving recommendation for future branding strategies
- Evaluating the feedback and information from customers and managers to improve future sales actions

2013 – 2014 Local business manager of Desanesia (brand of small and medium enterprise)

Responsibilities include:

- Forming good strategies for the production process and communicating to workers to achieve on how to achieve the company's goals
- Training and supporting new staff members to insure sales standardization and quality of products.
- Innovating with team members to produce new products
- Designing marketing and branding strategies for company products

## **Achievements**

- 2012**          2<sup>nd</sup> winner of Essay Writing Competition “Agrifest”
- 2011**          2<sup>nd</sup> winner of best Paper and Presentation in Padjadjaran University
- 2011**          2<sup>nd</sup> winner of Best Student in Faculty of Agriculture in Padjadjaran University
- 2011**          1<sup>st</sup> winner of National Scientific Article “HMPPI” in Indonesia
- 2011**          2<sup>nd</sup> winner of essay writing competition in Olympic, organized by IAAS UNPAD
- 2010**          awarded funding by DIKTI (business proposal) “Roemah Tahoe”

## **Research experience**

- 2015**          Main Plan of the development of South Wesy Java, Indonesia, in the field of Agriculture in 2035 regional planning agency of West Java

## **Scientific Publications**

- 2011**          SERABI , “*Aku cinta produk Indonesia*” – HMPPI
- 2012**          Teknologi Nuklir Mengibarkan Kedaulatan Benih – Inspirasi Newspaper

- Technical Skills**          Microsoft packages including PowerPoint, Word, and Excel.