



# YESHE GOULD

## SALES AND MARKETING

### CONTACT

- ☎ +62 821 2553 6033
- ✉ yeshegould0@gmail.com
- 🏠 Ubud, Bali

### WORK PHILOSOPHY

More effort does not mean better results. Leverage creates impact.

### EDUCATION

**High School**  
Bali Hati International School,  
Bali

### SKILLS

- Business management
- Customer relationship management
- Networking and negotiations
- Social media management
- Digital marketing
- Creative storytelling
- Cold outreach

### INTERESTS

- Skateboarding
- Philosophy
- Reading
- Yoga
- Healthy living
- Investing and stock market

### PROFESSIONAL OVERVIEW

Entrepreneur and salesman who loves growing businesses I am passionate about. Skilled in sales, marketing, and creating strong connections. I close deals, build partnerships, and drive growth, all with my natural charm that makes working together with me easy and fun. I am looking for opportunities to enhance my skills whilst learning new ones and gain new experiences.

### WORK EXPERIENCE

#### Business Owner

[Sacred Scents](#), Ubud, Bali | 2024 – present

Supplying aromatic woods to retail businesses on consignment or wholesale deals on a B2B basis, and direct to consumers. Started the business with a good friend after noticing a gap in the market. Responsibilities include managing the business sales and marketing, and finances. Achievements:

- Expanded Sacred Scents from 1 store to 20+ locations across Bali in just 6 months
- Closed large wholesale deals, supplying products in bulk to major retailers
- Secured consignment contracts with boutique stores, wellness centres, and hotels
- Used cold messaging, direct sales, and in-person pitching to grow sales quickly
- Built strong relationships with retailers, ensuring repeat orders and consistent sales

#### Sales and Marketing Assistant

[Ibah Hotel](#), Ubud, Bali | 2023 – 2024

Responsibilities and duties:

- Managed the hotel's Instagram and social media presence, growing its audience and engagement including a viral post
- Assisted in sales and marketing strategies to boost bookings and visibility

#### Instagram Page Manager/Creator

[Mylo Swesia](#) (artist) | 2019 – 2020

- Created, managed and grew an Instagram theme page, successfully increased engagement to 2000 followers and reached 5 million viewers in 2 months
- Created compelling contents, optimised hashtags, and used algorithm-based strategies to enhance visibility
- Sold it to the artist who continued managing the page and contents