

Dr. LAILY MUZDALIFAH S.Pd.,M.M.,CDM., CCSME

Lecturer of Management Study Program UNUSIDA



PERSONAL DETAILS



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Jl. Raya Tulangan No. 33, Sidoarjo,
61273, Indonesia

EDUCATION

- S1 Economic Education - Tata Niaga UNESA
- S2 Master of Management -Marketing
Management Concentration - STIE Mahardika
Surabaya
- S3 Management Science - Marketing Management
Concentration UNAIR

ABOUT ME

- Academics in Marketing Management
- Have experience in the Wedding Event Business
- Have experience in Marketing Science
- Coach at Asosiasi UMKM PC Fatayat NU Sidoarjo
- Have experience in ritel business

WORK EXPERIENCE

Data Entry Staff dan CSA

PT. Adira Dinamika Multi Finance/ Sidoarjo/ 2011 –
2014

Management Lecturer

Nahdlatul Ulama University, Sidoarjo/ August 2014 –
Present :

- Working as a Management Lecturer at the Management
Study Program, Faculty of Economics, Nahdlatul Ulama
University, Sidoarjo
- Deputy Dean of the Faculty of Economics, 2021-2025
- Head of Economics and Business Division at The Central
Study Unit (2025-2029)

CERTIFICATE COMPETENCE

- *Certified Digital Marketing of BNSP (2024 – 2026)*
- *Certified Consultant for Small and Medium Enterprise of BNSP (2026-2028)*