

# PORTFOLIO

AFIFAH TSURAYYA RAFLI SIREGAR

2024



**HI! I'M AFIFAH TSURAYYA RAFLI SIREGAR  
I'M AN UNDERGRADUATE STUDENT AT BRAWIJAYA  
UNIVERSITY MAJORING IN COMMUNICATION SCIENCES.**

**I'M A PERSON WHO HAS AN INTEREST IN THE REALM OF  
PUBLIC RELATIONS AND DIGITAL MARKETING.  
I ALSO HAVE AN INTEREST IN VIDEO AND PHOTO EDITING.**

**I HAVE SEVERAL EXPERIENCE IN RUNNING AND  
EXECUTING SOCIAL MEDIA SUCH AS TIKTOK AND  
INSTAGRAM. ALSO, I HAVE EXPERIENCE IN RUNNING AND  
PLANNING CAMPAIGNS.**



**ABOUT ME**



# EXPERIENCES

## COMMLEAGUE PUBLIC RELATIONS

- RESPONSIBLE FOR EXECUTING SOCIAL MEDIA SUCH AS INSTAGRAM AND TIKTOK
- CONTENT PLANNING
- EDITING VIDEO



## EDITOR FOOD CONTENT CREATOR @ZAHWACALORIES

- VIDEO EDITOR





# ACADEMIC CAMPAIGN

## SOCIAL MARKETING

- RUNNING AND BECOMING AN EDITOR IN THE CAMPAIGN "CLIMBING THE STAIRS TO THE SECOND AND THIRD FLOORS FOR COMMUNICATION SCIENCE STUDENTS OF UNIVERSITAS BRAWIJAYA" IN COLLABORATION WITH INSTAGRAM FISIP UB.

[HTTPS://WWW.INSTAGRAM.COM/REEL/C7JALGNJWDP/?](https://www.instagram.com/reel/C7JALGNJWDP/?IGSH=Y3QZYWPkDXP1CTY2)

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# ACADEMIC CAMPAIGN

## PENULISAN PUBLIC RELATIONS

- BECAME A VIDEOGRAPHER AND EDITOR FOR THE CREATION OF CORPORATE ADVERTISEMENTS FOR "DINOYO CERAMIC VILLAGE".

## BUSINESS COMMUNICATION

- CARRYING OUT A CREATIVE CAMPAIGN FOR THE REBRANDING OF MSMES (MICRO, SMALL AND MEDIUM ENTERPRISES) "GERAI KUMPENI" AND GAIN 912,5 ACCOUNT REACHED OUT OF 500 TARGET.
- [HTTPS://WWW.INSTAGRAM.COM/REEL/DDJWZVLYQLI/?IGSH=CWJXOGVMDJC2AGS2](https://www.instagram.com/reel/DDJWZVLYQLI/?IGSH=CWJXOGVMDJC2AGS2)



PROMOTION	EDUCATION	ENGAGEMENT
Konten menampilkan discount, voucher.	Memberikan informasi yang berkaitan dengan produk yang di jual misal	Membuat konten yg interaktif msialnya berupa games, polling story dgn hadiah yang menarik kepada pelanggan, dimaksudkan untuk menarik pelanggan

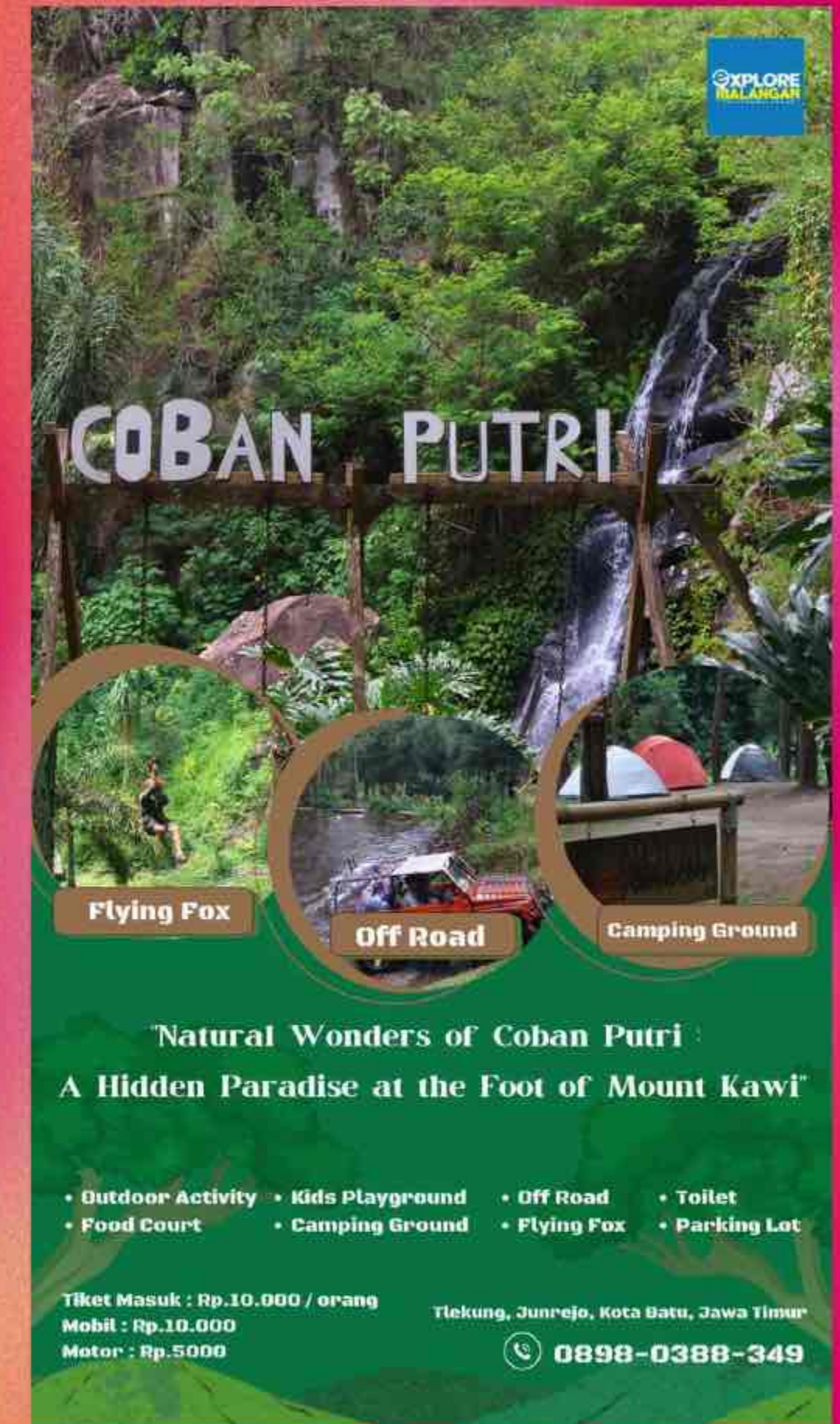
CONTENT PLAN					
No	TANGGAL	OUPUT	CHECKLIST	ONTENT PILLA	CONTENT
1	06/12/2024	REELS	☑	Engag...	POV : A stranger throws you a film camera
2	05/12/2024	CAROUSEL	☑	Engag...	Sakitin tisue, dikasih kopi
3	04/12/2024	REELS	☑	Engag...	Gue tunjkin kopi yang sudah jadi dan siap diminum
4	10/12/2024	REELS	☑	Promo...	Cuci Bar Promo
5	10/12/2024	REELS	☑	Educa...	One Word, Countless Flavours



# ACADEMIC CAMPAIGN

## TOURISM COMMUNICATION

- DESIGNING ATTRACTIVE DIGITAL TRAVEL POSTERS
- PROMOTING COBAN PUTRI AS A DESTINATION THROUGH ADVERTISING, COLLABORATE WITH MEDIA PARTNERS SUCH AS @EXPLOREMALANGAN TO SUPPORT PROMOTIONS, AND PARTICIPATE AS A TALENT IN VIDEO PRODUCTION.
- [HTTPS://WWW.INSTAGRAM.COM/REEL/DCGMNGGPTZO/?IGSH=CTB4B2GYAHDLDU1](https://www.instagram.com/reel/DCGMNGGPTZO/?IGSH=CTB4B2GYAHDLDU1)





# SKILLS & TOOLSET

- COPYWRITING
- CONTENT WRITING
- VIDEO EDITING
- PHOTO EDITING
- CAMPAIGN
- PHOTOGRAPHY



contact  
me

afira1008



@afifahtsurayya



08111581008



afira1008@gmail.com