

ARYO KUSUMO

Social Media Strategist

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SUMMARY

Recent graduate in Information Technology with a keen interest in social media strategy. Proficient in content creation for various social media platforms including Instagram, LinkedIn, Twitter, and Facebook. Eager to leverage skills and knowledge to drive engagement and growth for brands on social media platforms.

EXPERIENCE

MAJU TEKNOLOGI - Jakarta, Indonesia

Social Media Intern (June 2023 – December 2023)

- Assisted in developing content plans aligned with brand identity and objectives.
- Contributed ideas for social media campaigns and collaborated with team members.
- Conducted research on social media trends and competitor analysis.

EDUCATION

UNIVERSITAS TEKNOLOGI NUSANTARA (2018 - 2022)

Bachelor of Information Technology - GPA 3.7

SKILLS

- Social media marketing
- Content creation
- Trend analysis
- Team collaboration
- Campaign planning
- Data analysis
- Communication