

SHAFIRA ADZRA ERMINABILAH

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Jakarta Selatan

A final year student and digital marketing enthusiast with a demonstrated history of working in social media, advertising, and marketing event. Experienced at create creative content for social media, engage with clients through offline/online communication, and directly market the company to increase brand awareness. Looking for new insight and experience for personal and skills development.

Work Experiences

Telkom - Agreeculture - Jakarta Selatan

Apr 2022 - Present

Digital Marketing - Project Based

- Interact with social media followers through comments or direct message
- Publish and distribute content to every social media
- Brainstorm how to increase followers and engagement
- Created paid ads on Ads Manager (Instagram and Facebook ads)
- Assist marketing event to increase brand awareness

StudentsxCEOs

Mar 2022 - Sep 2022

Social Media Specialist of StudentsxCEOs League

- Handle, monitor, and analyze the existing official social media platforms
- Worked together with a Content Strategist in making a Content Planner (regular content, hard/soft-selling content, campaigns)
- Created strategy for video content (reels and tiktok) and responsible for captions, hastags, and tags.

Ruangguru

Feb 2022 - Jul 2022

Data, Business Analytics & Operations Bootcamp Awardee

- Learned skills regarding the application of digital marketing programs which include communication & presentation skills, project management, and analytics
- Collaborated with the team to use SQL and Tableau in database management

RAWRAMIE - Bandung, Indonesia

Jan 2021 - Mar 2021

Reseahrcer Intern

- Researched the best stages of sterilization in Rami (Boehmeria nivea) plant tissue culture with superior plants to produce for a company

PT East West Seed Indonesia

Aug 2021 - Oct 2021

KMMI Urban Farming

- Compiled a business design based on the resulting urban farming product and its application in the home environment and analyzing the business potential of urban farming

SEAMEO BIOTROP - Bogor, Indonesia

Jun 2021 - Aug 2021

Tissue Culture Planter

- Be able to make preparation of aseptic cultur, sterilization of explants, and acclimatization of seaweed brooders in greenhouses and laboratories

Education Level

Universitas Padjadjaran - Jatinangor, Indonesia

Aug 2018 - Feb 2023 (Expected)

Faculty of Agriculture - Departement of Agrotechnology

Activity

HARISENIN.COM

Jan 2022 - Jun 2022

Digital Marketing

- Learned how to make content strategy, social media marketing, online advertisement, marketing strategy, SEO, SEM, etc.
- Created project with digital communication details and make a report from instagram and google ads.

DIGITALENT KOMINFO - Digital Talent Scholarship - Fresh Graduate Academy (FGA)

Mar 2022 - Apr 2022

Digital Marketing

- Improved the skills of trainees in the field of digital marketing, especially in the field of Paid Ads (SEM & Google Ads)

REVOU

Mar 2021

Digital Marketing

- Learned about the difference between organic vs paid channels, acquisition vs retention channels
- Select channels based on scalability, targeting, and customer acquisition cost (CAC)

ERAJAYA

Jun 2022 - Jul 2022

Digital Marketing Specialist

- Learned basic understanding of the principles and application of KOL, content management, and social media management

Skills

- **Hard Skills:** Content Creation, Content Writing, Analytics, Design, Photoshop, Reset Keyword, Instagram/Facebook Ads, Google Ads, Social Media Marketing, Copywriting, SEO, SEM.
- **Soft Skills:** Leadership, public speaking, communication, problem-solving, teamwork. creativity, adaptability.