



SHAFIRA ADZRA ERMINABILAH

+6281296290456 | adzrashafira@gmail.com | linkedin.com/in/shafiraadzra/ | shafiradzra.github.io
Tangerang, Indonesia.

A creative and data-driven digital marketer with 2+ years of experience as a Social Media and KOL Specialist. Proven success in developing and executing impactful social media strategies and strategic KOL collaborations that drive significant growth in brand visibility, engagement, follower acquisition, and sales.

Work Experiences

Le Farfadet - USA | Remote Dec 2024 - Mar 2025
Social Media & KOL Specialist
Furniture and Home Furnishings Manufacturing

- Identified and collaborated with high-potential KOLs across Amazon and social platforms in alignment with brand goals.
- Managed end-to-end KOL collaboration processes, including listing, negotiation, agreements, product delivery, briefing, content conceptualization, execution, payment, and performance reporting.
- Drove a remarkable 226% sales growth within a three month period by executing a data-driven KOL strategy that increased reach and significantly improved conversion rates.
- Managed a successful campaign that contributed 48% of total campaign sales, demonstrating strong execution and impact.
- Negotiated effective partnerships and developed clear, creative briefs to ensure alignment between KOL content and brand messaging.
- Strategized and managed social media platforms by developing content ideas, planning content calendars, and writing captions, while executing targeted campaigns to maximize reach and engagement.

PT Erajaya Swasembada Tbk - Jakarta Selatan Feb 2023 - Jun 2023
Social Media Specialist | Internship
Selected 1 out of 80 interns among other 21,000+ applicants

- Increased Eraspace's Instagram followers by 53,000+ (197.6%) and TikTok followers by 56,000+ (1,238.3%) within five months through creative, data-driven strategies and successful campaign execution.
- Created, edited, and published compelling content across Instagram and TikTok, ensuring consistency with the brand's voice and audience engagement.
- Developed and executed comprehensive social media strategies by setting clear objectives, analyzing performance, and optimizing content to maximize reach, engagement, and conversions.
- Monitored key social media metrics, analyzed performance data, and generated weekly reports to assess content effectiveness and drive continuous improvement.
- Researched and identified suitable KOLs across Instagram and TikTok to enhance brand awareness and drive traffic and conversions to the Eraspace website.
- Managed end-to-end KOL from listing, negotiation, agreements, product delivery, briefing, video conceptualizing, execution, payment, and performance reporting.

Harian Kompas - Jakarta Jan 2023 - May 2023
Digital Marketing | Internship
Selected 1 out of 29 interns among other 5,000+ applicants

- Created 400+ visuals in Canva to support digital marketing campaigns to increasing audience engagement and driving traffic from ads to the website.
- Produced informative and engaging copy for news and promotional content, optimized to meet advertising objectives across platforms.
- Conducted research on relevant topics including evergreen and trending news to support ad content needs.
- Managed ad operations for Harian Kompas articles across Meta Ads and Google Display Network.

Telkom Indonesia | Agree - Jakarta Selatan Apr 2022 - Dec 2022
Digital Marketing | Contract

- Managed paid advertising campaigns via Meta Ads Manager (Instagram and Facebook) to drive website traffic and conversions.
- Created and distributed engaging, platform-specific content to boost brand visibility and audience engagement across social media channels.
- Built a strong online community by actively engaging with followers through comments and direct messages.
- Collaborated on strategic initiatives to increase follower count and engagement, contributing to sustained social media growth.
- Supported marketing events and activations aimed at strengthening brand awareness and connecting with target audiences.

StudentsxCEOs Mar 2022 - Sep 2022
Social Media Specialist of StudentsxCEOs League

- Monitored, managed, and analyzed social media platforms to optimize performance and engagement.

- Collaborated with Content Strategist to develop comprehensive content plans, including regular posts and campaign initiatives.
- Created and executed strategies for short-form video content (Reels and TikTok), including writing captions and selecting hashtags.
- Executed paid advertising campaigns via Meta Ads Manager to boost brand awareness and reach target audiences effectively.

Education

Universitas Padjadjaran

Bachelor 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 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

Ruangguru Feb 2022 - Jul 2022

Data, Business Analytics & Operations Bootcamp Awardee

- Gained skills in applying digital marketing programs, including communication, presentation, project management, and data analytics.

Skills

- **Hard Skills:** Content Strategy, Content Creation, Content Writing, Trend Analysis, Instagram Strategy, TikTok Strategy, Social Media Management, Copywriting, Graphic Design, Photo Editing, Video Editing, Photography, Social Media Analytics, Paid Ads, Audience Targeting, SEO, SEO for Social Media, SEM, A/B Testing, Influencer Research, Campaign Coordination, Performance Analysis, Analytics, Design, Photoshop, Keyword Research, Ads Manager, Social Media Marketing.
- **Soft Skills:** Communication, Adaptability, Creativity, Storytelling, Visual Aesthetic Sense, Verbal & Written Communication, Flexibility, Teamwork, Networking, Project Management, Multitasking, Data-Driven Decision Making, Growth Mindset, Competitor Analysis, Negotiation, Problem-Solving, Attention to Detail, Time Management, Strategic Thinking, Leadership, Public Speaking.