



SHAFIRA ADZRA ERMINABILAH

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

Action-oriented, data-driven, and creative digital marketer with 2+ years of experience specializing in Social Media and KOL Management. Proven success in developing digital strategies and executing impactful social media initiatives and strategic KOL collaborations that drive significant growth in brand visibility, engagement, follower growth, and sales. A trend-savvy marketer in the constantly shifting digital environment.

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

- Conceptualized and created 400+ visually compelling assets using Canva to support multi-channel digital marketing campaigns, including social media, paid advertising, and web promotions.
- Ensured each design aligned with brand identity and campaign objectives, effectively boosting audience engagement, increasing click-through rates, and driving qualified traffic from ads to the company 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.

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

- Gained hands-on experience in developing content strategies, managing social media marketing, running online advertisements, and implementing marketing strategies including SEO and SEM.
- Successfully executed digital communication projects and created performance reports based on Instagram and Google Ads analytics.

DIGITALENT KOMINFO - Digital Talent Scholarship | Fresh Graduate Academy

Mar 2022 - Apr 2022

Digital Marketing

- Improved skills in digital marketing, with a strong focus on Paid Ads (SEM & Google Ads).

REVOU

Mar 2021

Digital Marketing

- Learned to differentiate between organic and paid channels, as well as acquisition and retention channels.
- Gained the ability to select marketing channels based on scalability, targeting precision, and customer acquisition cost (CAC).

ERAJAYA

Jun 2022 - Jul 2022

Digital Marketing Specialist

- Gained foundational knowledge of KOL principles, content management, and social media management, along with their practical applications.

Ruangguru

Feb 2022 - Jul 2022

Data, Business Analytics & Operations Bootcamp Awardee

- Developed skills in executing digital marketing programs, with emphasis on 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.