

# SHILVIA SEPRIANY

## Digital Marketing

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## SUMMARY

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Bachelor of Management graduates have a highly motivated social media specialist with a strong enthusiasm for content creation, accounting and administration. Skilled in time management, creativity and attention to detail with a proactive approach to problem-solving and a dedication to continuous learning.

## PROJECT EXPERIENCE

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### Digital Marketing Specialist | [Astra Daihatsu Pare](#) *Aug 2024 - Feb 2025*

Astra Daihatsu Pare is a top automotive company in Indonesia. In this project, I have to analyze the company's social media issues in car industry, audit digital assets, research audiens gaps and competitor and create a 3-month digital plan containing strategies for making content implementation more organized, presentable and engaging. Our Instagram & Facebook : [instagram.com/astradaihatsuparejatim/](https://www.instagram.com/astradaihatsuparejatim/) & <https://www.facebook.com/astradaihatsuparejatim>

- Develop content that is relevant to the Daihatsu brand image
- Optimize social media performance by creating engaging content in the form of carousel, single and reels formats on Instagram and TikTok with the aim of increasing engagement and answering audience pain points
- Developed and implemented content strategies across Instagram, **increasing 279 profile visit with an average of 118 total engagement and 33,5K audience reached (for 3 consecutive content posts)**
- Increased **video views to 5.7K**, boosting brand exposure on TikTok, Attracted **5.1K viewers**, significantly expanding audience reach. Boosted profile visits to **73 times**, indicating growing user interest in the brand and Gained **18 new followers**, expanding the online community and potential customers. Improved **engagement to 142 times**, reflecting active interactions and user interest in the content. Optimized video content strategy to enhance audience engagement and appeal on TikTok.

### Digital Marketing Specialist | [Rumah Sandyakala](#) *Aug 2024 - Feb 2025*

Rumah Sandyakala is a platform that aims to provide a platform for telling stories for many people on social media. Apart from that, Rumah Sandyakala provides a solution for the audience to carry out daily activities with "Catatan Bertahan".

Our Instagram : [instagram.com/rumahsandyakala/](https://www.instagram.com/rumahsandyakala/)

- Develop content that is relevant to the Rumahsandyakala brand image.
- Optimized Social Media Performance; focus on organic strategies to drive

- Developed and implemented content strategies across Instagram, **increasing 40.2% profile activity with an average of 7K+ total engagement and 40K+ audience reached (for 3 consecutive content posts)**, significantly boosting brand awareness and community engagement.

## WORK EXPERIENCE

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### Accounting Officer | PT Cipta Darma Sejahtera

**Aug 2024 - Present**

PT Cipta Darma Sejahtera is a company partnering with Pertamina, Indonesia's state-owned oil and natural gas corporation, to distribute LPG (Liquefied Petroleum Gas) subsidies to underprivileged communities in Lampung.

- Recording incoming and outgoing financial transactions, ensuring that all transactions are accurately documented in the general ledger.
- Preparing monthly or annual financial reports, such as income statements, balance sheets, and cash flow statements, in accordance with applicable accounting standards.
- Calculating, preparing, and submitting tax reports such as income tax (PPh), value-added tax (VAT), and other relevant taxes.
- Performing reconciliation between the company's cash records and bank statements to ensure that the recorded balances match the bank account balance.
- Creating invoices for sales transactions and monitoring payments from customers or clients.

### Administration | PT Cipta Darma Sejahtera

**Jan 2022 - Aug 2024**

- Responsible and contributing to the operation of company administration through data input and organized archive management.
- Responsible for checking daily transactions.
- Responsible for creating internal and external reports both daily and monthly.
- Calculating, preparing, and submitting tax reports such as income tax (PPh), value-added tax (VAT), and other relevant taxes.
- Organizing, arranging, and storing company documents, both physical and digital, to facilitate easy access and management.
- Answering and directing incoming phone calls or emails to the appropriate parties within the company.

### Social Media Manager | BDOC

**Apr 2021 - Present**

BDOC is a Buddhist community dedicated to exploring and practicing Buddhism through hands-on experiences. We host engaging weekly events and share interesting content designed for everyone, regardless of their background or beliefs. Our Instagram: [instagram.com/bdoc.id/](https://www.instagram.com/bdoc.id/)

- Collaborate with a team lead, 2 designers, and 2 writers to execute a social media strategy on Instagram
- Manage a content calendar to ensure consistent posting frequency.
- Write, design and post monthly (stories and feeds)

- Contribute as a Reels talent, leveraging storytelling to achieve growth in video views and overall engagement.

## EDUCATION

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**Purwadhika School** *Aug 2024 - Present*  
Digital Marketing  
**Universitas Bandar Lampung | Manajemen | IPK : 3.96** *Sept 2020- Mar 2024*  
Bachelor of Marketing Management

## LICENSES & CERTIFICATION

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[Intro to Digital Marketing](#) | Purwadhika School *Jun 2024*  
**Mini Course UI Design For Mobile Application** | Createcrack.id *Aug 2024*  
[Social Media Marketing](#) | HubSpot Academy *Nov 2024*  
[Fundamentals of digital marketing](#) | Google *Des 2024*  
[Google Ads Search Certification](#) | Google *Des 2024*  
[Google Analytics Certification](#) | Skillshop *Des 2024*  
[SEO Fundamentals Course with Greg Gifford](#) | Semrush *Des 2024*

## SKILLS

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**Technical Skills** : Photoshop, Canva, Microsoft Office, ChatGPT Prompt Generator, Figma  
**Other Skills** : Presentation, Communication, Storytelling, Teamwork, Time Management, Leadership, Content Strategy