



## AURA ZAKKAHA

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### Profile

An undergraduate student majoring in Public Relations at LSPR Communication & Business Institute.

### Education

**LSPR Communication & Business** – Jakarta, Indonesia

Sept 2022 - Present

*Public Relations & Digital Communication, 3.69/4.00*

### Internship Experience

**Saudia Airlines Cargo** – Tangerang, Indonesia

Aug 2025 – Jan 2026

*Sales and Marketing*

- Identify and approach potential customers for cargo services (domestic & international).
- Negotiate terms and close deals.
- Achieve monthly and annual sales targets.
- Prepare and present quotations, proposals, and contracts.
- Monitor the progress of shipments and resolve any issues that may arise.
- Work closely with the operations team to ensure excellent customer service.
- Conduct regular market analysis to identify new opportunities and trends.

### Organizational Experience

**Si Manis Munjul - Community Development** – Jakarta, Indonesia

March 2025 – June 2025

*Public Relations*

- Developed and implemented communication strategies to promote Kampung Anggur as an innovative urban farming model.
- Coordinated with media partners and journalists to ensure comprehensive event exposure across multiple platforms.
- Composed press releases, official announcement, and campaign narratives tailored for public and media audiences.
- Managed press conference planning, including scripting, speaker coordination, and media kit platforms.
- Collaborated with design and social media teams to align campaign messages and visual storytelling.
- Developed key messages that reflected the values of local entrepreneurship, digital inclusion, and sustainable practices.
- Monitored media coverage and documented publicity outcomes for evaluations and reporting.

**Plastic Busters – Public Relations Campaign** – Jakarta, Indonesia

September 2024 – December

*Public Relations*

- Led media outreach for campus campaign to cut single-use plastic.
- Drafted press releases and key message tied to SDGs 11 & 12.
- Managed media relations activities during pre-event seminar featuring guest speaker, including media invitation and coverage follow-up.
- Monitored media coverage and public engagement throughout the campaign.
- Contributed to the final report summarizing campaign outcomes and media impact.

**PERHUMAS Muda** – Jakarta, Indonesia

October 2024 – November 2024

*Public Relations*

- Led the development of a strategic PR campaign focused on sustainability and cultural preservation.
- Oversaw the execution of the campaign and the pitch presentation.
- Directed the team's creative vision, communication strategy and coordination.

**London School Radio** – Jakarta, Indonesia

November 2023 – Present

*Production and Announcer*

- Hosting radio programs, including news programs, live broadcast, talk shows, music show, and presenting advertisements.
- Producing and creating audio content such as advertisements, jingles, and segments for broadcast.
- Sound and program editing programs using Adobe Audition and other production tools.
- Managing the scheduling of produced content to ensure timely delivery and coordination with the broadcasting standards.

**LSPR 29<sup>th</sup> Theatre Festival** – Jakarta, Indonesia

April 2023 – August 2023

*Main Cast*

- Committed to accomplishing assigned duties and prioritized tasks based on urgency and priority to ensure event runs smoothly.
- Created excellent time management solutions for diverse duties.
- Ensured consistent work ethic and performance standards
- Acquired ownership of allocated tasks and responsibilities.

**NSC CUP – SMAN 1 South Tangerang** – South Tangerang, Banten

August 2019 – April 2020

*Content Planner & Publication*

- Promotional materials for performance activities.
- Creating publications for a variety media, including print (newspaper, magazines, posters) and audio (radio advertisement and audiovisual media).
- Managed and lead a social media team, including providing direction, receiving input, providing feedback, and facilitating collaboration between team members.

## **Skills & Interest**

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*Soft Skills :*

- Public Speaking
- Proactive and self-motivated
- Analytical Skills
- Problem Solving and Time Management
- Leadership and teamwork
- Exceptional organisational skills

*Technical Skills :*

- Adobe Audition
- Garage Band
- Content creator and Content Planning
- Canva, CapCut, and other editor apps
- Microsoft PowerPoint & Words

## **Achievement**

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- 3<sup>rd</sup> Place Winner of The Public Relations Deck on Sustainability and Culture, held by Perhumas Indonesia (2024)
- Bronze Medal for Non-Academic Achievement – LSPR Student Appreciation (2024)
- Solo Performance Opening acara Bocah Girang Charity Music Festival with Tulus dan Endah n Rhesa (2022)
- The Voice Kids Indonesia Season 2 (2017)
- Symphonies Erwin Gutawa Orchestra (2024)
- Solo Performance GenFm on Track (2023)
- Synchronize Festival with Endah n Rhesa Songwriting Club (2022)
- Kompetisi I Can See Your Voice Indonesia Feat. Ziva Magnolya di MNCTV (2021)
- Idea Fest Astra with Erwin Gutawa Choir Feat. Isyana Sarasvati di JCC (2019)
- Synchronize Festival Chrisye Live by Erwin Gutawa with EG Choir di JIEXPO Kemayoran (2019)
- HUT Mahakarya Kutus-Kutus with EG Choir, Rossa, Iwan Fals dan Sheila On 7 di JCC (2019)
- Puja Indonesia with Erwin Gutawa Choir Feat. Lea Simanjuntak di GKJ (2020)