

creative

PORTFOLIO

MIA SOLIHATUN NISA



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ABOUT ME

VISION / MISSION

PERSONAL SKILLS

WORK EXPERIENCE

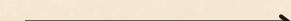
PORTFOLIO

CONTACT

introduce **ABOUT ME**



I am Mia Solihatun Nisa, just call me Mia and currently based in Kuningan, West Java. I've had several experience in handling Social Media and had the opportunity to work as Digital Marketing. These experience have piqued my interest in pursuing and honing my Digital Marketing skills. I am a fast learner who enjoy learning new things, highly adapted and good communication.



EDUCATION BACKGROUND

2017-2021

UIN SGD BANDUNG



Bimbingan Konseling Islam

2021

HARISENIN



Mini School - Digital Marketing

2021

REVOU



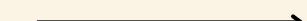
Digital Marketing Mini Course

2022

AKSEL



Social Media Marketting



August 2021 - present

PT Wahana Insan Prima – Freelance Social Media Marketing

- Product marketing such as selling and branding
- Maintain good relationship between company and client

DESIGN GRAPHIC

SOCIAL MEDIA MARKETING

CONTENT CREATOR

SOCIAL MEDIA STRATEGY

Apr 2021 - August 2021

PT Wahana Insan Prima – Social Media Marketing

- Product marketing such as selling and branding
- Maintain good relationship between company and client
- As a content creator and graphic design for social media (Instagram, Linkedin, Facebook)
- Set a marketing strategy plan through social media for the next month
- Created content and increased around 600 followers for client's social media organically within 4 month
- Perform in-depth data analysis, campaign performance reporting, and customer segment research to reach more customer.



work EXPERIENCE

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Nov 2019 – Feb 2021

PT Cicil Solusi Mitra Teknology

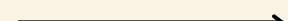
- Brand marketing, increasing student awareness of Cicil products in the campus environment
- Succeeded in developing product marketing in the campus environment by 30%
- As a facilitator for submitting installments for students

SOCIAL MEDIA BRANDING

SOCIAL MEDIA MARKETING

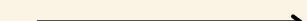
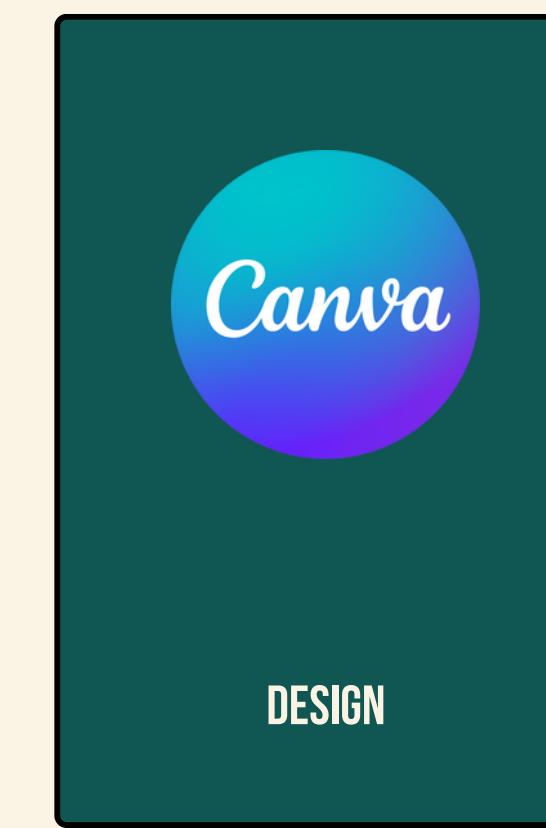
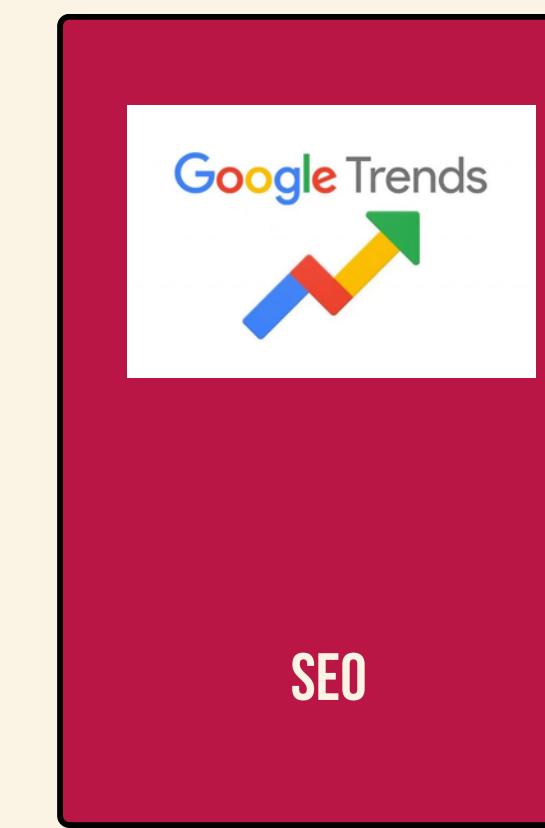
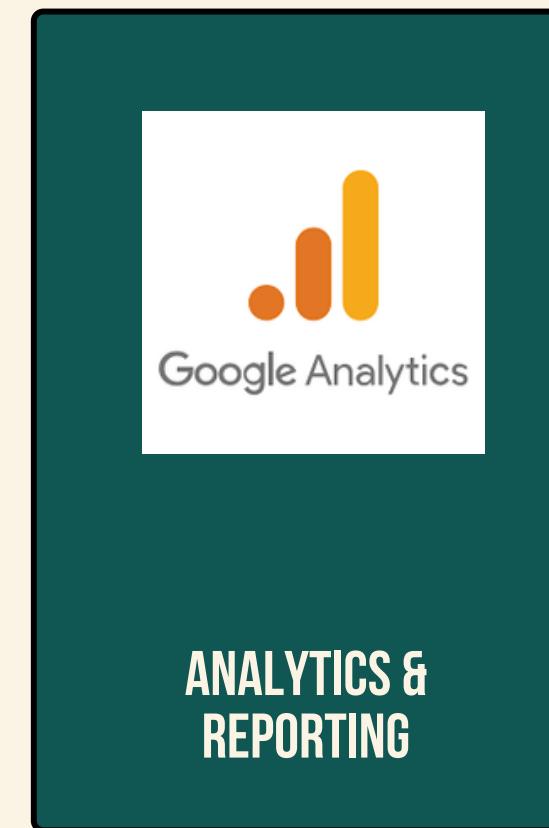
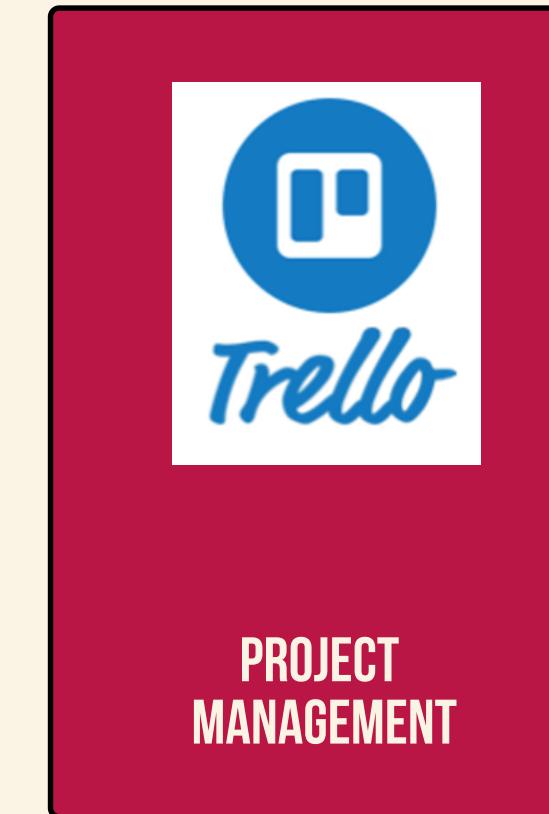
PARTNERSHIP

FACILITATOR



Skills & **TOOLS**

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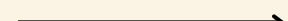
project **PORTFOLIO**

PT WAHANA INSAN PRIMA

LOZY

CROCUS SHOP

3SECOND





PT. WAHANA INSAN PRIMA

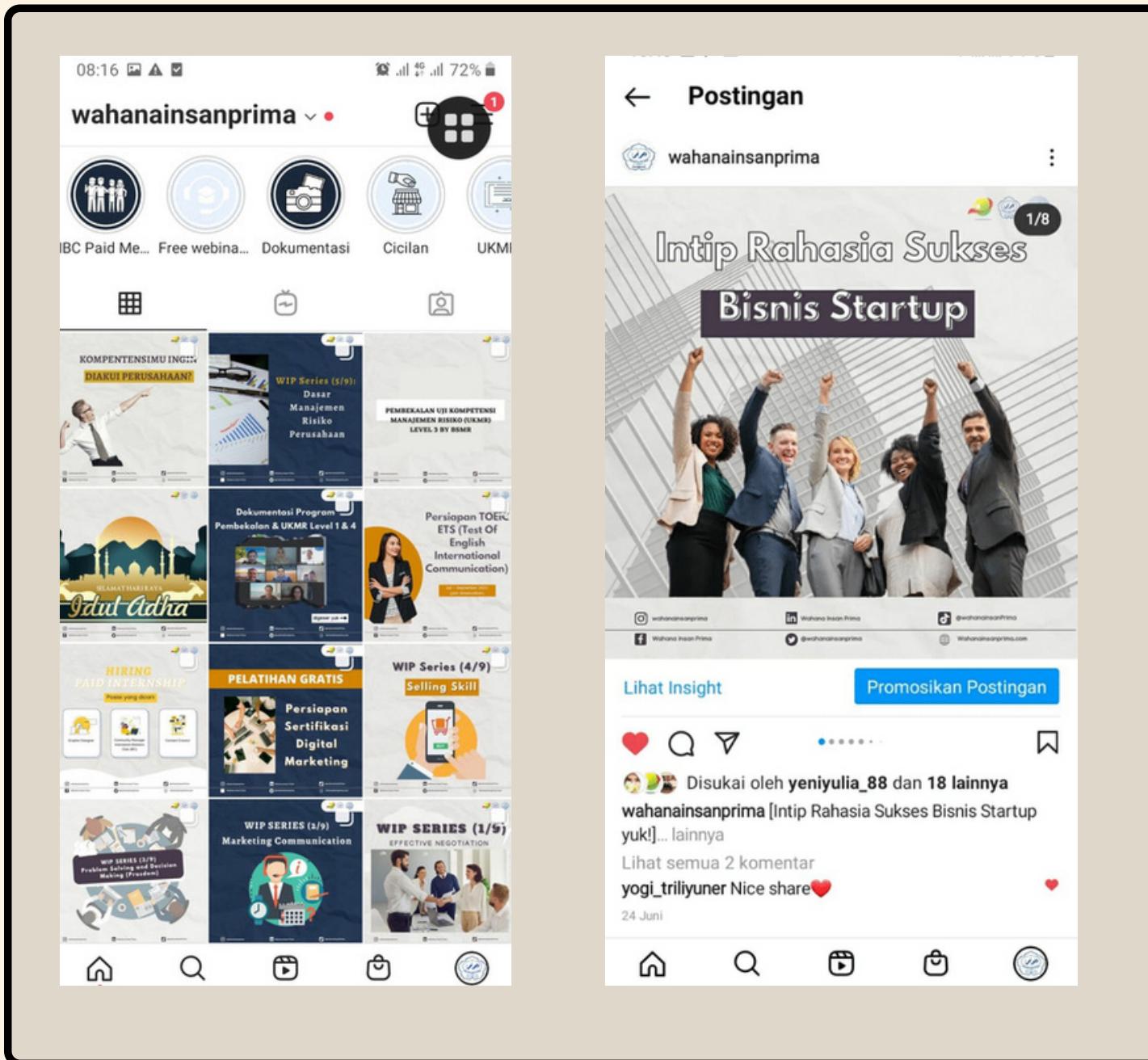
PT. Wahana Insan Prima is a company engaged in the field of competency-based human resources (HR) consulting and has been operating for more than 14 years with dozens of clients at home and abroad. Competency-based HR Consultants, Assessor Training, LSP Development, CBT Standards and Module Development, Translators & Interpreters, Event Organizers.

BERANDA PELATIHAN & SERTIFIKASI MEDIA TENTANG KAMI



Selengkapnya





SOCIAL MEDIA ORGANIC



Objective

Increasing awareness of product and increasing interactions organically through Instagram post and stories.



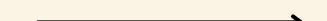
Results

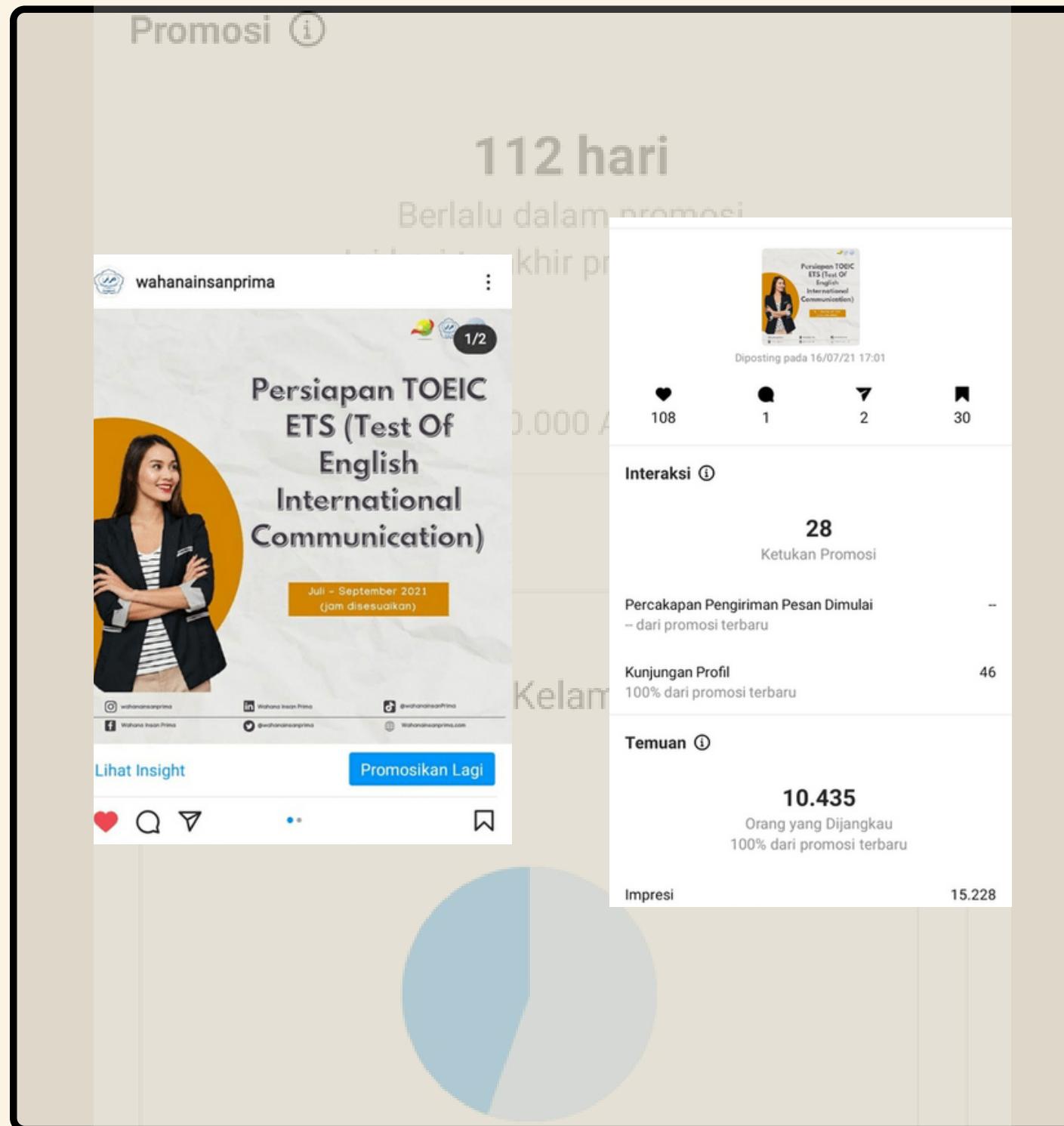
- Generated 40 followers within 1 month
- Succeeded in improving the quality of the content, according to the planned feed and achieved 150 Instagram post interactions.



My Scopes

- Generated content planning
- Performed as Instagram admin
- Colaborated with content creator
- Performed Instagram Analysis





SOCIAL MEDIA ADS



Objective

Generate leads with low CPL for 7 days and the campaign is run by using Instagram ads with detailed audience.



Results

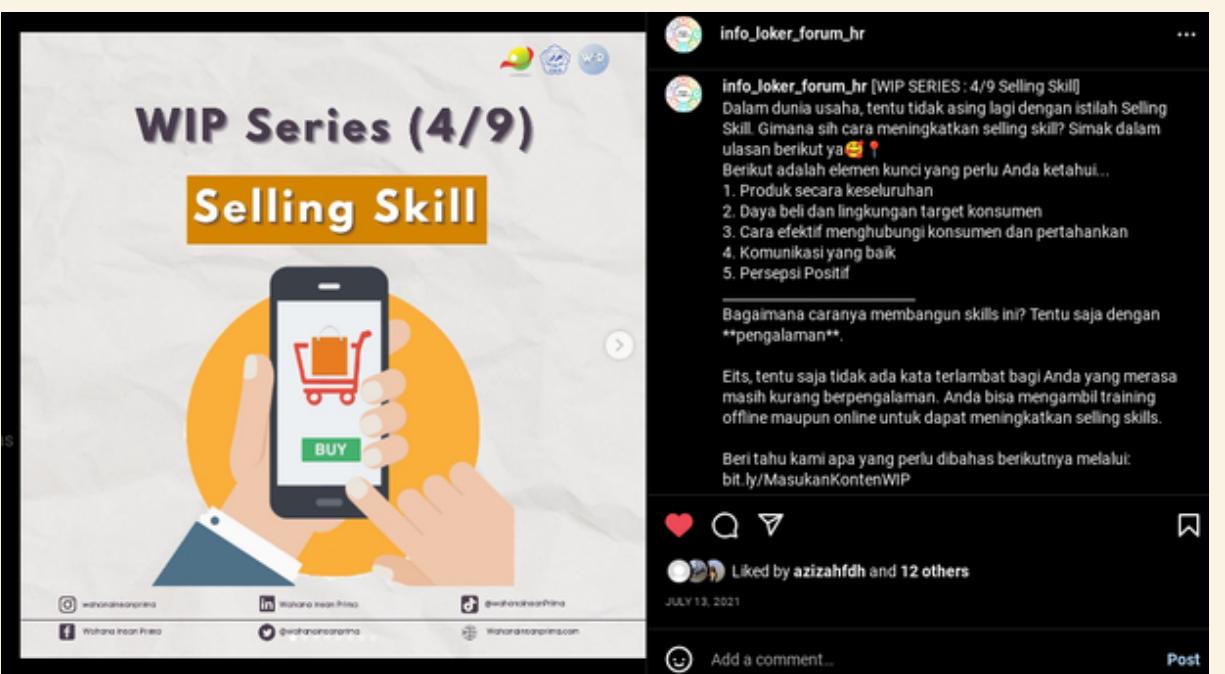
- Generated 10 quality lead for 1 week
- Gained 28 clics and 46 visited profile
- Total impression 15.228 from total budget 489.774 K



My Scopes

- Support in creating campaign structure, audience targeting, budget allocation, and ads placement.
- Analyze daily campaign result and performance
- Set up campaign end to end campaign

COPYWRITING



Objective

In charge of copywriting for Instagram, brainstorming, recommending campign idea, and monthly report



Results

Has managed to create copywriting for PT Wahana Insan Prima and keep the engagement rate for PT WIP Instagram at 4%

DESIGN GRAPHIC

Pelatihan Gratis
PERSIAPAN SERTIFIKASI
TRAINER

LSS Wahyu Anindya, SE, MM
(Master Trainer, CBT Specialist, Training Consultant)

Save The Time!
Sabtu, 28 Agustus 2021
Pk. 12.30 - 14.30 WIB

LIVE ON ZOOM MEETING

PIC :
Mia (wa.me/+6281931053901)

Benefit :

- Urgensi sertifikasi metodologi instruktur
- Unit-unit kompetensi KKNI Level 3 metodologi pelatihan
- Metode asesmen / KKNI Level 3

Benefit :

- Free doorprize dengan total Rp. 2.000.000
- Free materi & rekaman video pelatihan
- Kesempatan menjadi The Next Fasilitator PT. WIP
- E-Certificate (optional, ada biaya tambahan sebesar IDR 10.008)

Wahana Insan Prima

LIVE ON ZOOM MEETING

PELATIHAN GRATIS
PERSIAPAN SERTIFIKASI HR

Drs. Marwito, M.Si.
(CHRM, CSTOT, CPBA, CAC)
Ketua Dewan Pengarah LSP MSDMKI

Jumat, 23 Juli 2021
Pk. 19.30 - 21.30 WIB

Benefit :

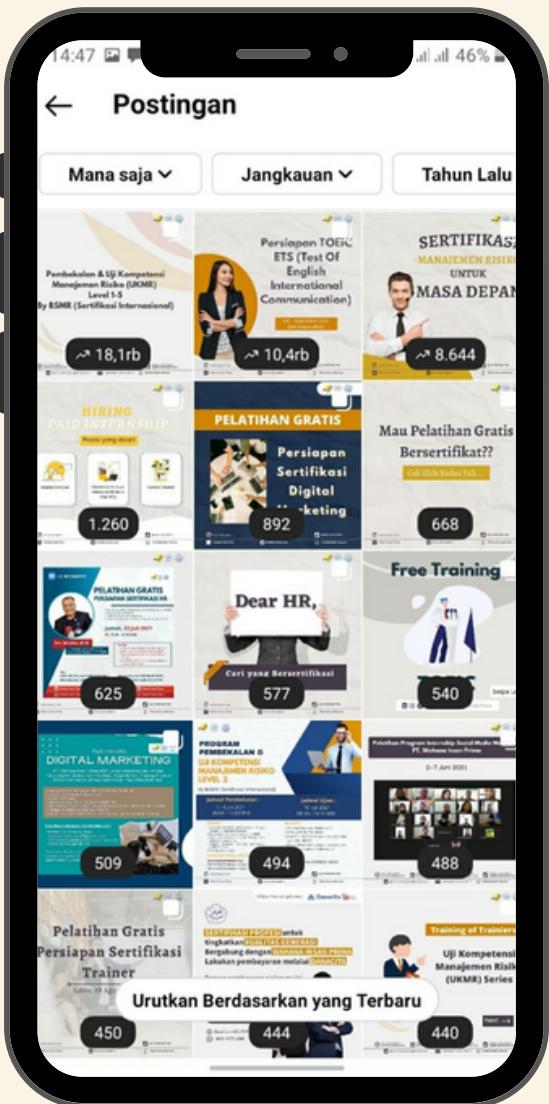
- 1. Free doorprize dengan total Rp. 2.000.000
- 2. Free materi & rekaman video pelatihan
- 3. Kesempatan menjadi The Next Fasilitator PT. WIP
- 4. E-Certificate (Optional, ada biaya tambahan sebesar IDR 10.006)

PIC :
Halimah (wa.me/+6288218542681)
Mia (wa.me/+6281931053901)

Dinda (wa.me/+6283824472987)
Mia (wa.me/+6281931053901)
Navia (wa.me/+6289512136144)

Wahana Insan Prima

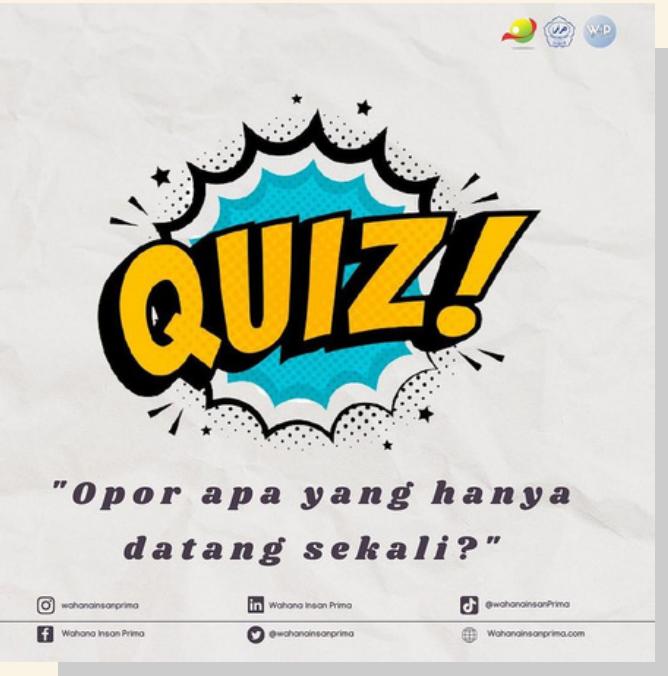
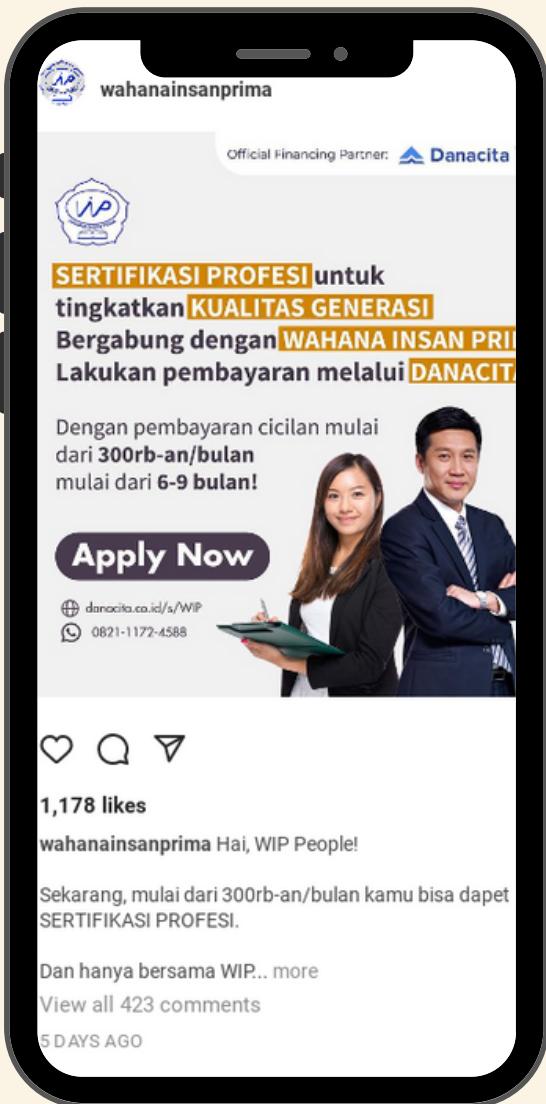
SOCIAL MEDIA CONTENT



FEED INSTAGRAM

Tips & Trick Education Content

SOCIAL MEDIA CONTENT



Fun Content & Soft Selling



LOZY

[BEST SELLER](#)[HIJAB](#)[OUTFIT](#)

LOZY

Founded in 2015, Lozy comes with variety of cute and sweet colors as characteristic of Muslimah who always spread kindness. Lozyhood always inspires us to present comfortable daily hijab in many color choice that can express every kind of your day.

[SHOP NOW](#)

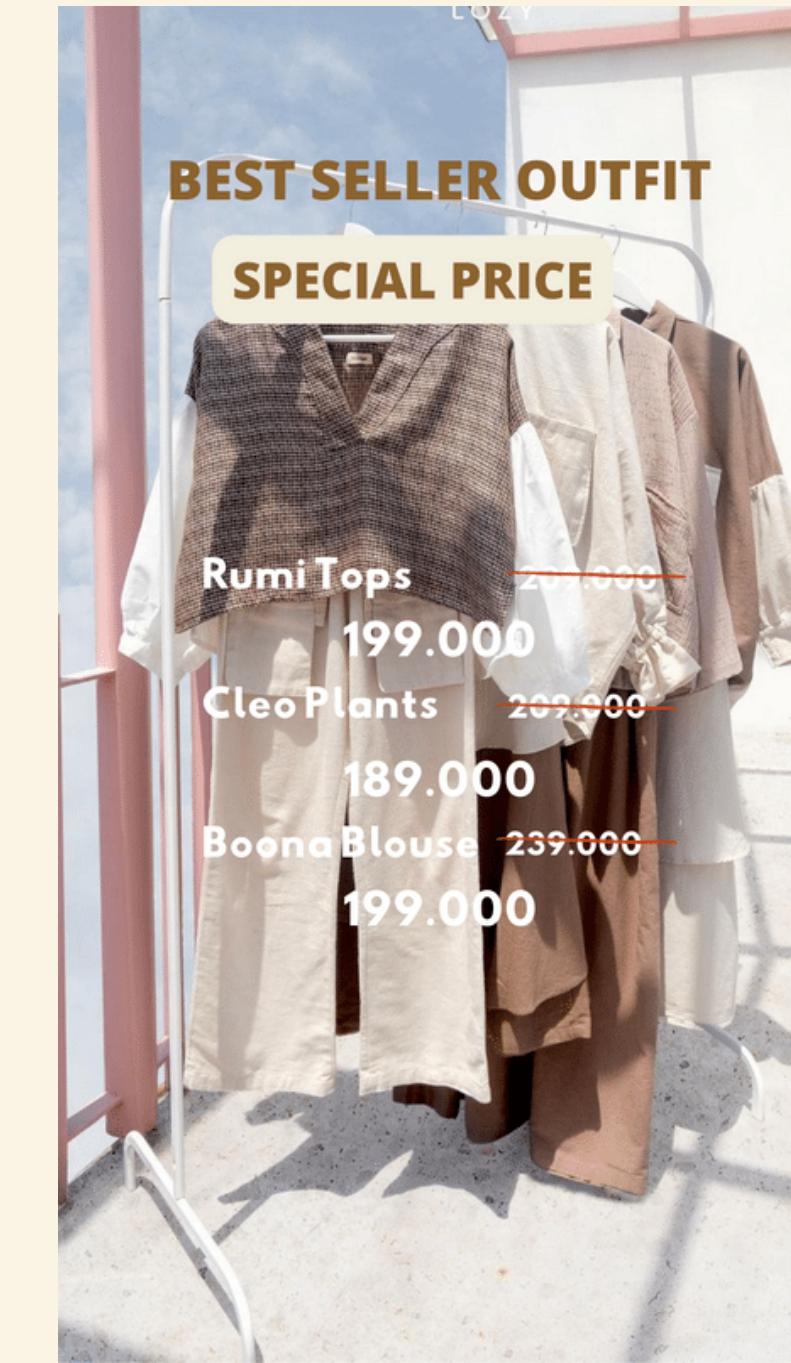
Back to Routine

[LOOKBOOK](#)

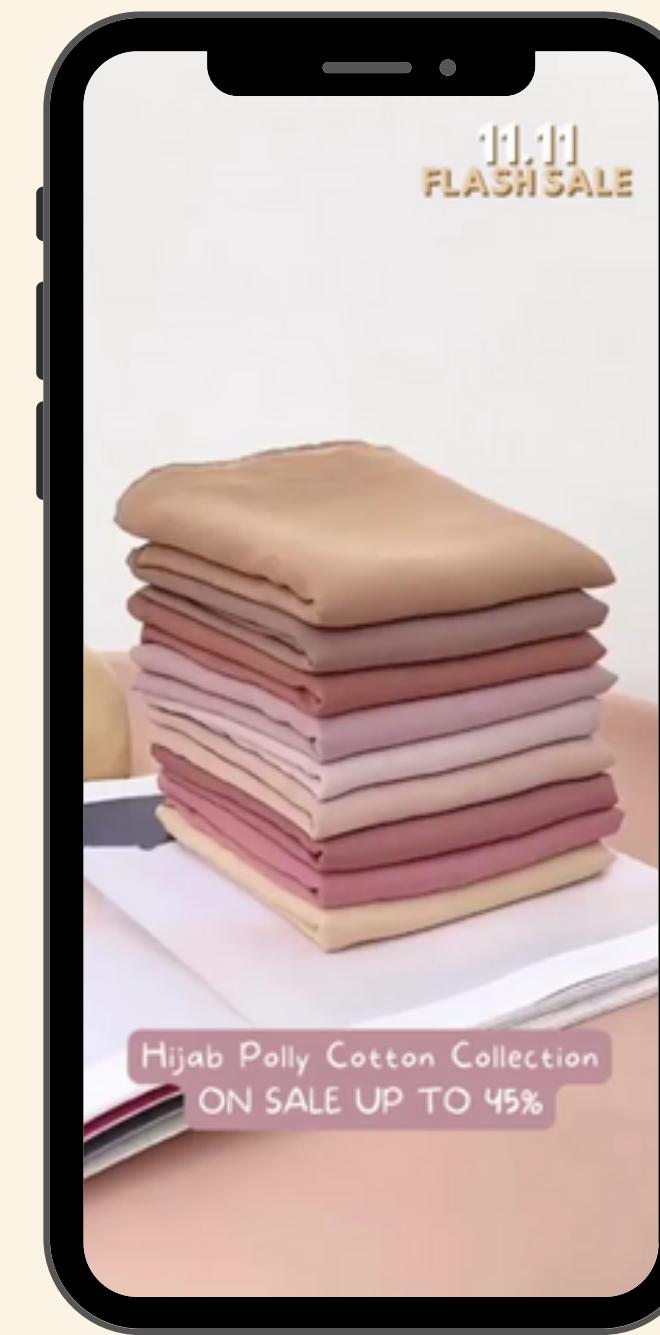
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SOCIAL MEDIA CONTENT



SOCIAL MEDIA CONTENT

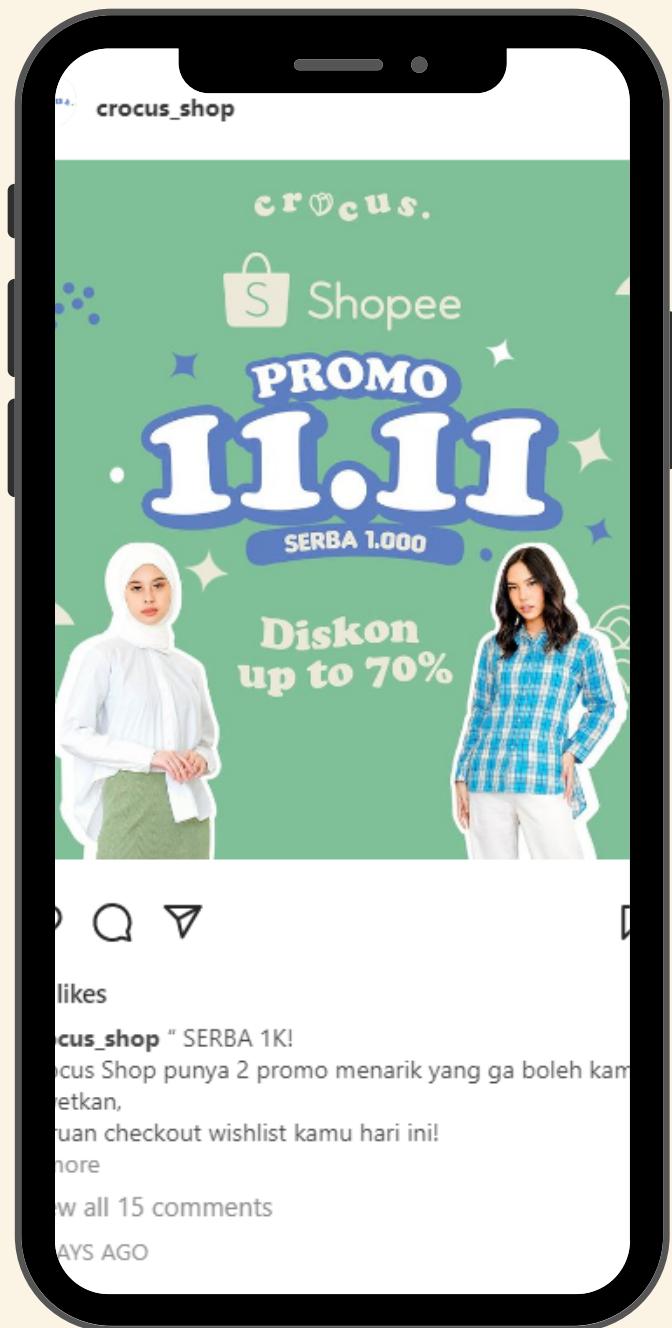


CROCUS SHOP

Crocus Shop is a retail company engaged in the online-based fashion sector in the city of Cirebon. Crocus's vision is to be a solution for Indonesian women to look fashionable at an affordable price.



COPYWRITING



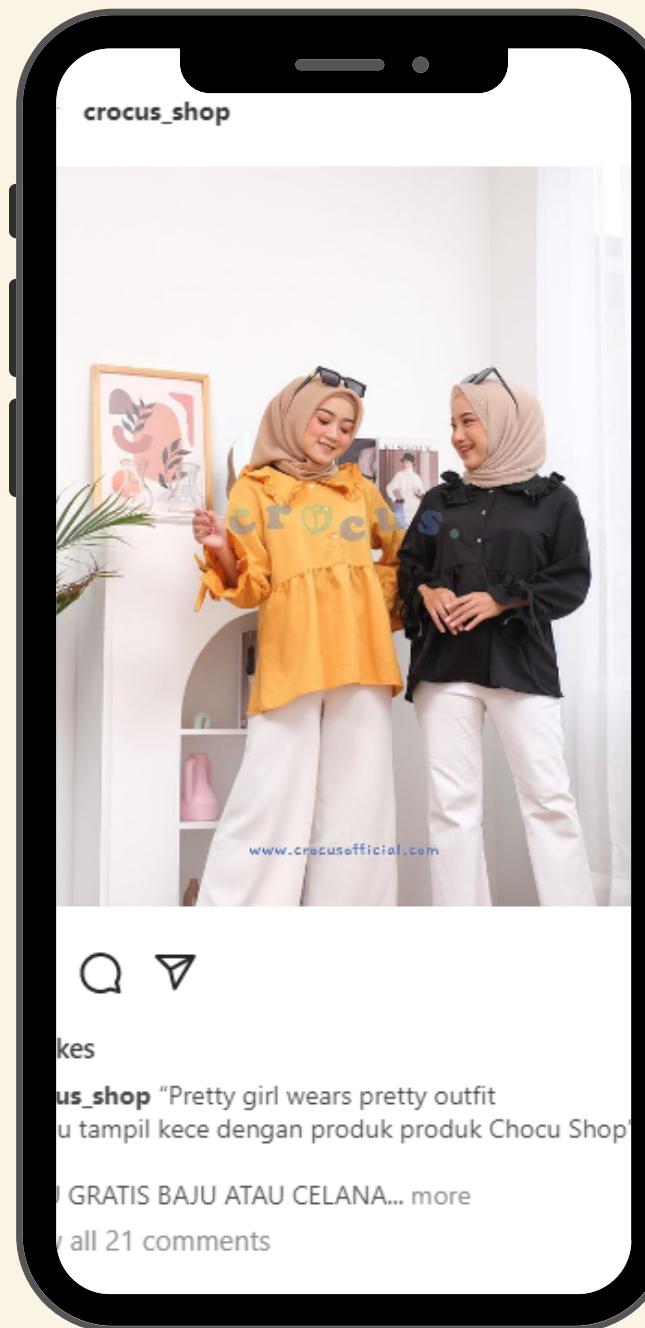
"SERBA 1K!

Crocus Shop punya 2 promo menarik yang ga boleh kamu lewetkan, Buruan checkout wishlist kamu hari ini!

-DISCOUNT UP TO 70% + EXTRA 10% untuk produk Shopee

-DISCOUNT UP TO 50% + EXTRA 20% untuk produk exclusive

Cek stories untuk promo hari ini!



"Pretty girl wears pretty outfit

Selalu tampil kece dengan produk produk Chocu Shop"

MAU GRATIS BAJU ATAU CELANA ??

Likes sebanyak banyak nya & Comment semenarik mungkin disetiap postingan Instagram Crocus_shop

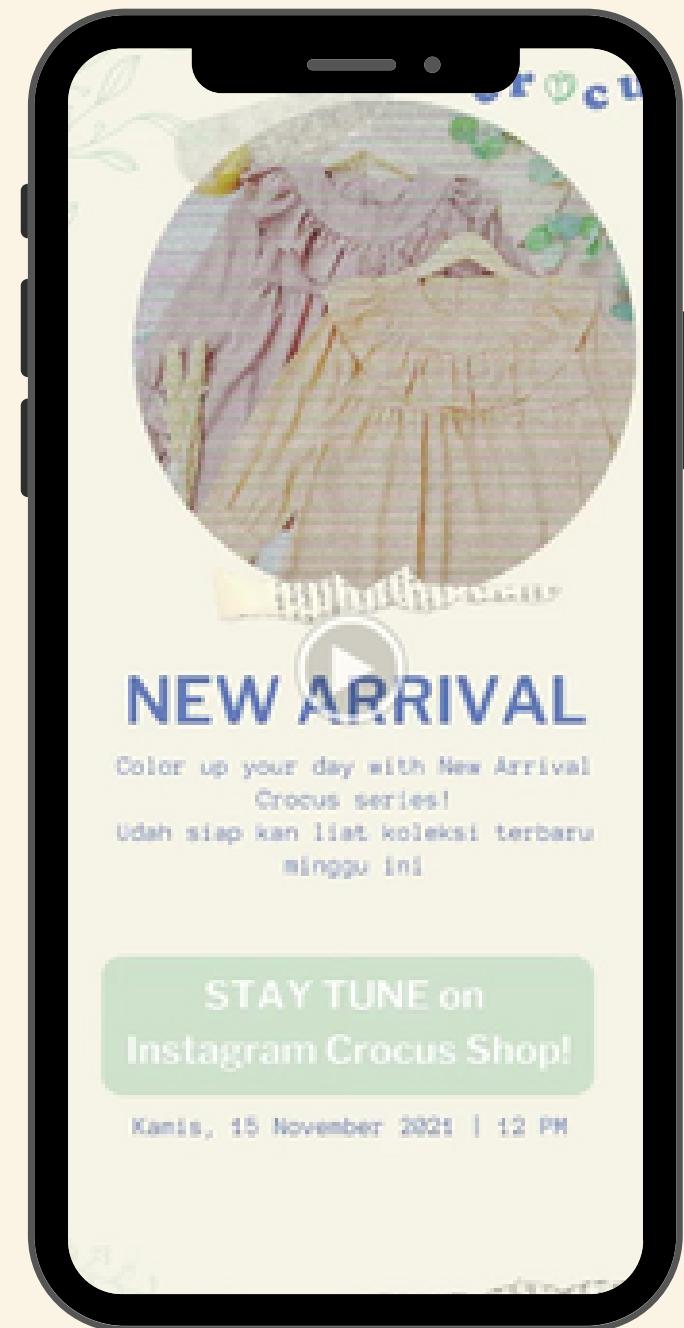
Akan diundi 3 pemenang setiap minggunya

CONTENT PLANNING

| DAY TIME UNI CONTENT | | | | | | |
|------------------------|---------|-------|---|---------------------------------|---------------|----------------------------------|
| Day | Date | Time | Content / Copy | Category | Image / Video | Desc. |
| Monday | 12 Nov | 10.00 | Script : . Konten berupa foto dan video, video berisi gambaran wanita kurir yang berangkat dari rumah. Ketika persiapan menentukan style fashion, ia tidak merasa kebingungan karena baju yang sudah ada dirasa sudah kece. Lalu wanita tersebut berangkat menggunakan ojek online. Ketika sampai ke kantor, pegawai tersebut datang dengan aura yang menawan dan pegawai lain bertanya-tanya ia memukai baju dari brand mana. | Promote video launching product | - | Membuat video dengan tim kreatif |
| | 12 Nov. | 15.00 | - | Promote video product | - | Proses editing video |
| Tuesday | 13 Nov. | 10.00 | Talent memakai baju product launching dengan tema pekerja kantoran dengan bahan yang nyaman tidak mudah gerah | Promote foto product | - | Proses photoshoot |
| | 13 Nov. | 13.00 | - | Promote foto product | - | Proses editing foto |

| | | | | | | |
|------------------|---------|-------|--|-----------------|---|---|
| Wednesday | 14 Nov. | 10.00 | Caption : "Color up your day with New Arrival Crocus series!" Udah siap kan list koleksi terbaru minggu ini? ... Release : Kamis, 15 Nov 2021 12 PM | Promote Product | - | Coming soon product baru di feed dan story IG |
| | 14 Nov | 14.00 | - | Promote product | - | Cek insight postingan launching produk terbaru |
| Thursday | 15 Nov | 10.00 | "Sibuk kerja? Ga ada waktu siapin outfit?" Yuk lengkapin koleksi terbaru outfit kerjamu tanpa ribet sekutang juga! | Promote product | - | Upload launching produk terbaru feed dan story IG |
| | 15 Nov | 14.00 | - | Promote product | - | Cek insight postingan terbaru |
| Friday | 16 Nov | 10.00 | Membuat review product terbaru dengan menunjukkan detail bahan baju, warna, dsb | Review product | - | Photoshoot dan video |
| | 16 Nov | 14.00 | - | Review product | - | Editing |
| Monday | 18 Nov | 10.00 | "Basic Skirt yang wajib kamu punya karena designnya yang simple dan juga eye catching!" | Review product | - | Upload feed dan story |
| | 18 Nov | 14.00 | - | Review product | - | Cek insight |
| Tuesday - Friday | - | - | - | - | - | Follow up launching produk terbaru |

SOCIAL MEDIA CONTENT

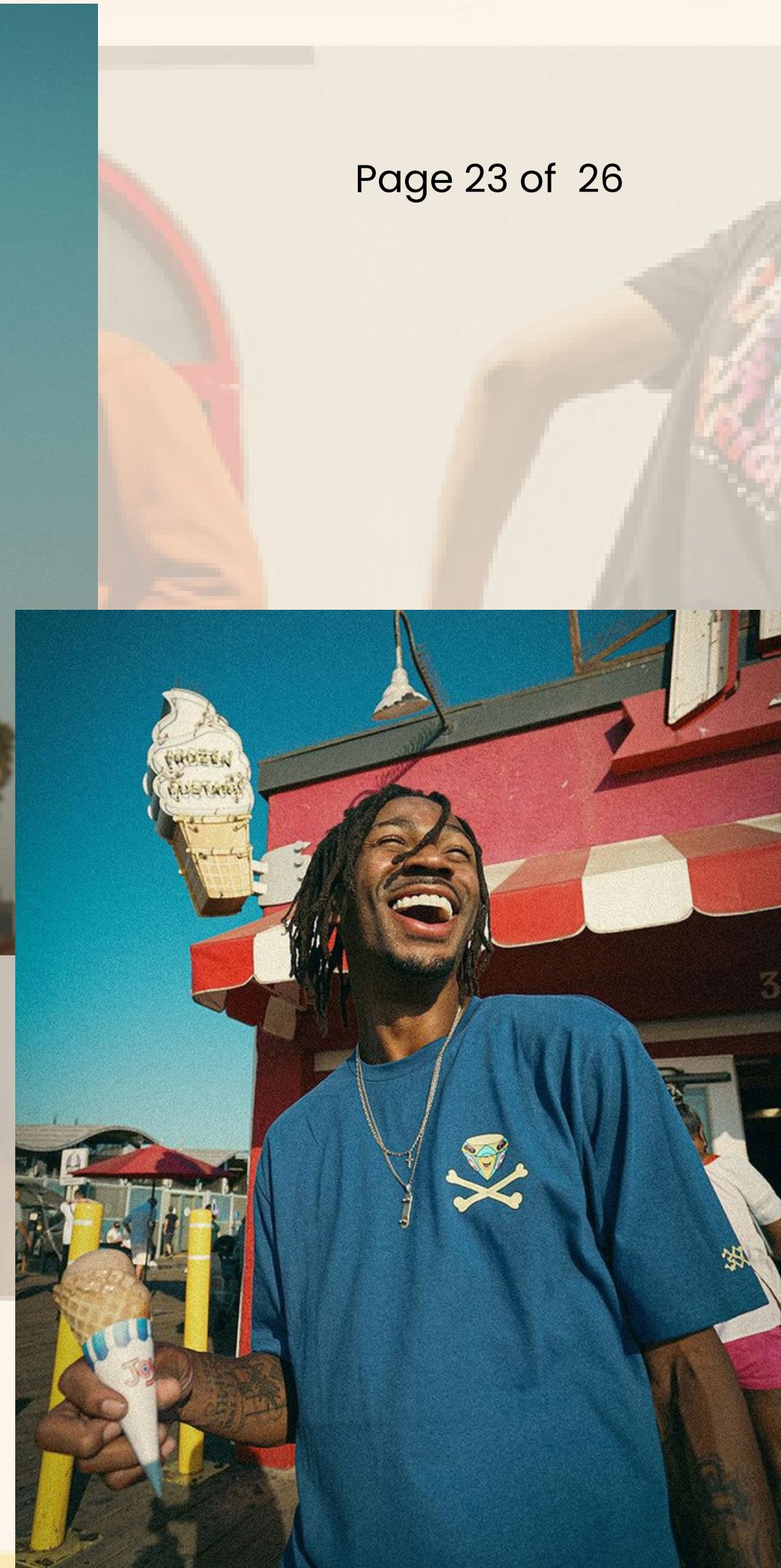
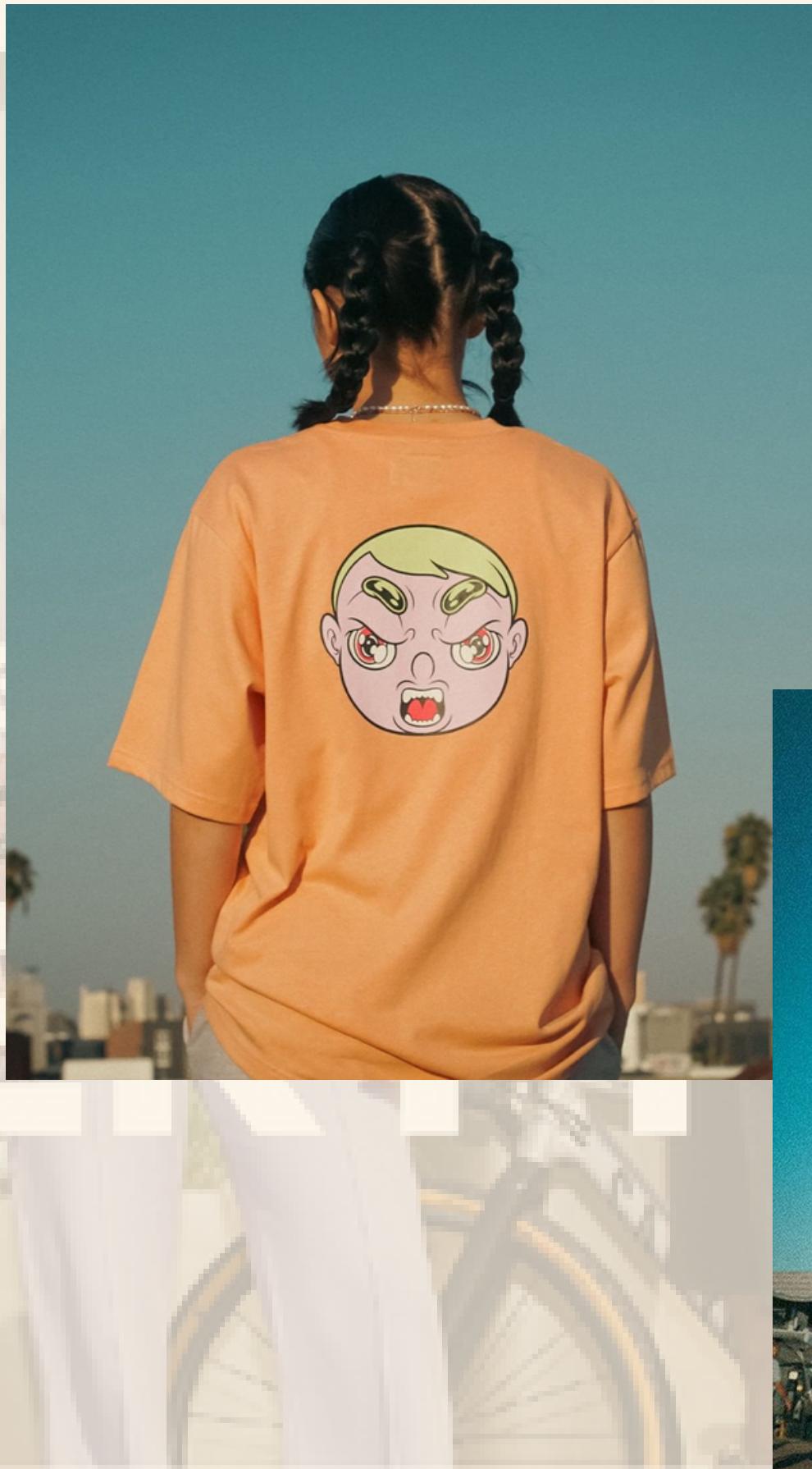


INSTAGRAM STORY



3SECOND

Bi-ensi Fesyenindo is one of the leading fashion companies in Indonesia. We have several brands of fashion products in Indonesia which are growing quite rapidly in the fashion business and dominate a portion of the fashion product market share in Indonesia. The brands we offer are 3SECOND, GREENLIGHT, MOUTLEY, FAMO and FMC Speed Supply.





FACEBOOK ADS



Objective

Generate leads with low CPL for 7 days and the campaign is run by using Facebook ads with detailed audience.



My Scopes

- Support in creating campaign structure, audience targeting, budget allocation, and ads placement.
- Analyze daily campaign result and performance
- Set up campaign end to end campaign

DESIGN GRAPHIC



THANK YOU!

LET'S WORK TOGETHER



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@miasnisa



mia solihatun nisa