



# ALIKA HUMAIRA

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Bandar Lampung, Lampung

A fresh graduate in Management with well-rounded experience gained from working in both multinational corporations and startups. Her skillset bridges creative and operational areas, encompassing social media management, visual design, and expertise in handling HR and operational tasks.

## Professional Experiences

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### UniLah The Student App - Kuala Lumpur, Malaysia (Remote)

Mar 2023 - Aug 2024

#### Marketing Manager

- Assisted founders in the business set up through the preparation of 125+ marketing materials and partnership related assets
- Planned and created 15+ social media marketing projects and increased 1000+ followers on Instagram, 500+ followers on TikTok and 3000+ app downloads through Google Play Store & App Store
- Proofread and edited key visual, branding item and marketing material before publication
- Planned and created 10+ copy for In-App Notification and 70+ visual for In-App Banner Promotion

### iQIYI International - Singapore (Remote)

Apr 2023 - Apr 2024

#### Indonesia Market Operations

- Succeeded to initiated Promotional Campaign (Sale Idul Adha 2023) and make contents for In-App & Web Display, Google Play Artwork, and SNS Pamphlet.
- Succeeded to increase brand awareness, activation, and engagement via social media proved by the increased amount of 100% reach growth on Instagram, 164.4% on Facebook, 31.9K% on TikTok and also increased amount of 100% content interactions growth on Instagram, 80.6% on Facebook, and 1.6K% on TikTok
- Evaluated the performance of payment method and conduct research about payment partnership.
- Succeeded in initiating and managing brand partnerships with several well-known Indonesian brands such as Bilibili.com
- Succeeded to observed and researched Indonesia OTT market (users, competitors, contents & KOLs)
- Coordinated and contacted to 40+ potential KOLs and succeeded to collaborated with 25+ KOLs

### Campaign - Jakarta, Indonesia (Remote)

Feb 2023 - Apr 2023

#### Operational Officer for A Better World Academy 3 (Studi Independen Kemdikbudristek)

- Supported the team on the execution of Independent Study Class (Collaboration with Kemdikbudristek) through the preparation of discussion materials and information for the students.
- Owned the project schedule and met all feature deadlines by proactively identifying and mitigating any engineering roadblocks.

### Bank Rakyat Indonesia - Bandar Lampung, Indonesia

Jan 2023 - Feb 2023

#### External Finance & Accounting Staff

- Conducted 7 financial analysis of private cooperative by preparing report in spreadsheet.
- Perform financial audit work for private cooperative through: (1) Balance Sheets, (2) Financial Modelling, (3) Capitalization Tables and Equity Change Scenarios

### Bank Rakyat Indonesia - Bandar Lampung, Indonesia

Aug 2022 - Dec 2022

#### Management Ranger (Human Capital & Business Partner Department)

- Successfully selected as one of 129 Intern from 29.000+ Candidates around Indonesia (Acceptance rate: 0.004%) to be a part of MBKM BRI Cycle 3 Program.
- Accomplished administrative activities include generated, proceed, and monthly reported compensation and employee benefits cost for >100 transaction every month.
- Represented and controlled employee's training and development activities through observed and processed daily employee self-learning data report.
- Managed in recruitment, evaluation and management of BRI's Lampung-Bengkulu employees.
- Coordinate and communicated with business partner that provided outsourcing employees through monthly regular meeting, monthly invoice, and contract extension or termination.
- Performed monthly official travel and community cost account report for balances worth over Rp. 1B
- Supported performance management and reporting for tax bill and fraud indication.

### BiliBili Comics - Singapore (Remote)

Mar 2022 - Aug 2022

#### Business Development & Partnership

- Succeeded to increased brand awareness and engagement proved by increased amount of 12% subscribers growth on YouTube
- Produced 10+ weekly content about comics and BiliBili branding, also managed regular content publication plans monthly
- Regularly engaged with community on YouTube to increase awareness of new trends and answered any questions via comments section

## Education

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### Universitas Lampung - Indonesia

Aug 2020 - Apr 2024

*Bachelor of Management, 3.95/4.00*

- Wisudawan Terbaik II Fakultas Ekonomi dan Bisnis Periode V 2024, Awardee Beasiswa BRI-Lian Riset Indonesia, TOP 200 Awardees Lead the Future Scholarship 2022, 2nd Runner Up of Management Economics Best Student Award 2022, Mahasiswa Terbaik II Jurusan Manajemen FEB Unila 2021, Silver Medal in Indonesia Science Competition & POSI Science Competition, Outstanding Student in Leshan Normal University Culture Camp 2021

### Universitas Diponegoro - Semarang, Indonesia

Jun 2022 - Jul 2022

*Certificate in Economics and Business International Camp and Courses for Sustainability (EBICCS), 3.50/4.00*

### Aoyama Gakuin University - Tokyo, Japan

Mar 2022

*Certificate in Business and Politics*

### School of Business and Management ITB - Bandung, Indonesia

Sep 2021 - Oct 2021

*Certificate in Acceleration Bootcamp: Start-Up Business & Entrepreneurship, 98.75/100.00*

- Awarded as TOP 12 Group in Acceleration Bootcamp
- Succeeded to exhibit start-up project in ITB Career Day 2021

### Universitas Diponegoro - Semarang, Indonesia

Jul 2021 - Aug 2021

*Certificate in European and Asian Business Model Challenges and Barriers, 35.00/40.00*

## Organisational Experience

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### Forum Komunikasi Bidikmisi/KIPK - Universitas Lampung

Sep 2022 - Apr 2024

*Faculty of Economics & Business Student Coordinator*

- Organized workshop for Faculty of Economics & Business students, impacting 50+ students
- Administered Faculty of Economics & Business students grade report every semester

### Economics English Club - Universitas Lampung

Oct 2020 - Apr 2024

*PR Board Member*

- Supervised external & internal event such as PR & Secretarial Training, English In Action, Inter Comp, BLESS, and Groovy EEC

### Novo Club by Paragon - Bandar Lampung, Indonesia

Feb 2023 - Sep 2023

*Wardah Inspiring Teacher Project Officer (Campus Representative Region 5)*

- Performed in all activities of the organization such as Bootcamp, Group Project, Regional Project & Chairman Election
- Active in Brand Activation and Campus Visit Project

## Skills, Achievements & Other Experiences

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- **Achievements** (2024): Wisudawan Terbaik II Fakultas Ekonomi dan Bisnis Universitas Lampung
- **Skills** (2023): CEFR English Level C1 Advanced
- **Modules Taken** (2023): Excel Skills for Business (Goldman Sachs)
- **Modules Taken** (2023): Accounting & Business Performer Virtual Reality Intern (Chartered Accountants Australia and New Zealand)
- **Achievements** (2022): 2nd Runner Up of Management Economics of Best Student Award 2022
- **Achievements** (2022): Mahasiswa Berprestasi Fakultas Ekonomi dan Bisnis Universitas Lampung Kategori Gagasan Terbaik
- **Achievements** (2021): Silver Medal in Indonesia Youth Science Competition
- **Achievements** (2021): Outstanding Student in Online Chinese Culture Camp 2021
- **Projects** (2021): Summer in Voluntary AIESEC
- **Achievements** (2021): Selected Artist in 'Hilang' Exhibition by Asia Justice and Rights (AJAR)
- **Achievements** (2021): TOP 20 Poem in National Writing Contest by Ebiz Publisher
- **Achievements** (2021): Selected Contributors for Poem Contest by JSI Press
- **Modules Taken** (2021): Kelas Google Spreadsheet untuk Profesional (Tech in Asia Indonesia)
- **Modules Taken** (2020): Pelatihan Kelas Akuntansi Dasar (Kementerian Ketenagakerjaan Republik Indonesia)