

Safina Kurniawan

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Profile Summary

A skilled communicator with experience in customer relations, social media management, and content creation. I excel in engaging with clients, maintaining strong relationships, and managing multiple tasks efficiently. Fluent in spoken and written English, with strong de-escalation and problem-solving skills, I am quick to adapt to new environment, tools, and technologies. Eager to contribute to a dynamic team, I am open to flexible working schedules and capable of handling high productivity demands independently.

Education

Sebelas Maret University

Applied Communication | GPA: 3.81/4.00 (Cumlaude)

Surakarta
Graduated 2024

- Strong foundation in Entrepreneurship, Digital Marketing, and Branding.
- Proficient in Media Relations, Integrated Marketing Communication (IMC), and Public Speaking.
- Specialized in Social Media Management, Creative Strategies, and Event Management.
- Hands-on experience in Audio-Visual Techniques, Creative Program Production, and Media Production.
- Skilled in Communication Psychology, Organization Communication, and Media Monitoring.
- Knowledgeable in Film Production Practices, Visual Communication Design, and Sound and Musicology.

Work Experiences

Nyanya Space

Freelance Graphic Designer

Surakarta
2020 - 2024

- Designed Custom and Template Graphics: Created layouts for social media, banners, posters, and other promotional materials using Adobe Photoshop, Ibis Paint X, Photopea, Canva, and Picsart.
- Client Consultation: Collaborated with clients to understand their design preferences, project requirements, and budget constraints.
- Social Media Promotion: Increased visibility and engagement by implementing targeted hashtag strategies for optimized promotion across platforms.

Radio Republik Indonesia (RRI) Surakarta

Radio PRO2 & Business Services and Development Staff (Internship)

Surakarta
2024

- Wrote scripts for various radio programs, including live updates on traffic and weather, as well as scripts for on-air interviews with key government figures.
- Acted as an announcer, delivering live information and ensuring clear, engaging communication with listeners.
- Managed RRI's social media platforms, including content planning, writing, and posting to enhance audience interaction.
- Contributed to brainstorming and executing creative content ideas and multimedia production.
- Maintained relationships with stakeholders, such as government agencies and the public, to support relevant broadcast programs.

Televisi Republik Indonesia (TVRI) Jawa Tengah

Program Staff (Internship)

Semarang
2023

- Produced two features for the program "Sepekan Karya Anak Muda" titled "Asah Tunas", handling everything from concept, treatment, scriptwriting, equipment setup, to talent selection independently. The first feature focused on personal experiences as an intern at TVRI, while the second analyzed the "Ngaji Bareng Kyai" program, including a review of its format and structure.
- Participated as a guest speaker on "Sepekan Karya Anak Muda", discussing the production process of the features.
- Served as an assistant floor director for the "Ngaji Bareng Kyai" program, responsible for creating the event rundown, coordinating the audience, talent (MC and guest speakers), and production crew (including cameramen). Also managed cues according to the rundown and ensured smooth execution of the program during live broadcasts.

Lit.it

Talent Acquisition & Recruiter

Singapore (Remote)
2023

- Responsible for sourcing and recruiting Key Opinion Leaders (KOL) and content creators, particularly for TikTok, aligned with brand needs.
- Presented Lit.it's Web3 platform and its unique crypto-based features, explaining the concept of tokenized content and cryptocurrency use to potential talents.
- Managed negotiations leading to partnership agreements, including handling Memorandums of Understanding (MoU) between the company and creators.
- Developed strategies to source creators through digital platforms and social media networks.
- Ensured a smooth onboarding process by addressing creators' questions and concerns regarding the platform's cryptocurrency and overall structure.

PT. Solo Audio Utama (Solopos 103 FM)

Social Media Manager & Video Production (Internship)

Surakarta

2023

- Maintained and enhanced the brand image of Radio Solopos and the Dasa Harsa internship group through strategic social media management.
- Planned and executed content for Radio Solopos and the “Workshop Digital Marketing UMKM Se-Solo Raya” in collaboration with Kampus Shopee and INAmikro.
- Created and curated engaging content, ensuring alignment with branding strategies across various platforms.
- Developed content writing for Radio Solopos and Dasa Harsa’s social media, increasing audience interaction and brand visibility.
- Coordinated and managed event logistics, including planning, promotion, and execution of the workshop.

Spaze Designs

Social Media Manager

Malang (Remote)

2022

- Responsible for developing social media content strategies, including daily posting plans for Instagram feeds and stories, tailored to align with the company’s branding and target audience.
- Created engaging visual design concepts for feeds and stories to enhance interaction and content appeal on social media platforms.
- Managed and executed promotional campaigns using Instagram ads tools, focusing on increasing reach and engagement.
- Actively interacted with potential clients, providing prompt responses to inquiries and fostering relationships with the audience to create greater business opportunities.

All Day

Social Media Specialist

Surakarta

2019 - 2021

- Managed the company’s visual branding on Instagram by creatively capturing and editing product photos to attract audience attention and enhance the visual appeal of the feed.
- Strategically organized and arranged Instagram feeds to create a consistent, aesthetic appearance that aligns with the brand image.
- Crafted engaging and relevant captions to support visual content, focusing on increasing engagement and reinforcing brand messaging.

Other Experiences

Committee of Student Orientation (PKKMB SV UNS)

Coordinator of Admin & Publication Division

Surakarta

2022

- Planned and managed social media content for PKKMB SV UNS across platforms such as Instagram, Twitter, TikTok, YouTube, Spotify, Telegram, and LINE.
- Responded to inquiries across all social media platforms, providing clear and professional communication for student orientation-related questions, maintaining a polite and helpful tone.
- Led brainstorming sessions and collaborated with staff members to generate engaging social media content ideas.
- Recruited and coordinated talents for fun, creative, and engaging content.
- Produced the “Podcast Askara” with 3 episodes for Spotify, enhancing the university’s online presence.
- Achieved viral content (FYP) and increased engagement on TikTok through a campus tour video.
- Crafted compelling captions to enhance social media posts and increase engagement.

The Visual Storyteller (TVS)

Marketing Communications

Surakarta

2022

- Collaborated with the team to develop an effective creative brief, ensuring all marketing ideas and strategies aligned with the community’s objectives.
- Developed a slogan for the TVS community that clearly reflects the community’s values and identity.
- Designed and implemented marketing strategies to enhance engagement on Instagram (@tvs.community), focusing on audience growth and active interaction.

Projects

Documentary Film Project “Cakotan: The Spirit of Singo Barong”

Coordinator

Ponorogo

2024

- Scriptwriter and research coordinator for the Reog Ponorogo related documentary project.
- Reached out to sources and coordinated interviews for research.
- Managed communications and inquiries with key participants.
- Assisted in budgeting to ensure resource allocation for production.

Workshop Digital Marketing UMKM Se-Solo Raya by Radio Solopos

Coordinator

Surakarta

2023

- Acted as a liaison with the invited speaker, managing all communication and inquiries before, during, and after the event.
- Demonstrated strong customer service skills by addressing inquiries via text and in person, providing timely and helpful responses to participants and stakeholders.
- Served as a content planner, creating comprehensive creative briefs for social media promotion, ensuring alignment with workshop goals.

PT Ojolali Jateng

Content Strategist and Copywriter

- Developed a comprehensive creative brief outlining marketing strategies and objectives for a fictional company.
- Designed engaging visuals and marketing materials to enhance brand identity and appeal to the target audience.
- Crafted compelling captions for social media posts, ensuring alignment with the overall branding strategy.

Surakarta

2022

La' Lumeers Cake

Marketing Strategist

- Developed comprehensive business strategies, including tone and manner, audience case studies, and product positioning.
- Conducted in-depth SWOT analysis and formulated a targeted STP (Segmentation, Targeting, Positioning) strategy.
- Collaborated with the team to craft a marketing strategy, ensuring alignment with brand objectives and audience needs.
- Managed social media budgeting and devised marketing strategies for digital platforms.
- Compiled findings into a formal business proposal to guide the company's strategic direction.

Surakarta

2022

Podcast Askara

Marketing Strategist

- Developed comprehensive business strategies, including tone and manner, audience case studies, and product positioning.
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Surakarta

2022

Certification

Certificate of Competence by Indonesian Professional Certification Authority

Public Relations Officer

- Make Public Relations Program Planning.
- Establish relationships with the media.
- Make documentation of activities.
- Carry out a special public relations event.
- Carry out public relations research.
- Carry out seminars, conferences, workshops, and meetings.
- Carry out the master of ceremony.

2024 - 2027

Additional

Skills: Public Relations (Certified), Graphic Design (Adobe Photoshop, Ibis Paint X, Canva, Photopea), Social Media (TikTok, Instagram, X/Twitter, Telegram, etc.)

Familiarity: Office365, Google Suite/Workspace, Discord, Notion, Web3

Languages: Indonesian (Native), Javanese (Native), English (Fluent, scored 940/1000 in TOEIC test), Korean (Elementary Proficiency)