



RIZNA AINIL

89676329922 | riznaai123@gmail.com | www.linkedin.com/in/rizna-ainil | <https://rebrand.ly/Portofolio-Rizna-Ainil>
Pondok Kopi, Padang, West Sumatra

Rizna is a 4th-semester Management student at Universitas Terbuka, always eager to learn and explore new things. Rizna has a keen interest in Marketing Management, Digital Marketing, and Social Media Content Creation. Through various experiences, Rizna has developed communication skills, teamwork, and time management.

Work Experiences

Real Estate Word Congress - Padang, Indonesia

Nov 2023 - Present

Marketing Staff - Remote

- I worked in close collaboration with the CEO and other C-level stakeholders to identify potential investment opportunities in real estate and consumer private equity. This involved conducting thorough research and valuation analysis.
- Within a month, I reached out to 21,600 companies operating in the real estate, consulting, and advertising sectors. I successfully sold 10% - 30% of the contacted companies' exhibition stands.

Content Creator - Padang, Indonesia

Jan 2023 - Present

Freelance

- I have experience in writing, reviewing, creating, and editing content for various social media platforms, including TikTok, Shopee, and Instagram.
- In my previous role, I developed effective social media marketing strategies that drove over 1000 product sales nationwide. I also collaborated with more than 50 influencers to increase brand awareness.
- As part of my work, I created a Video TikTok for Skin Aqua, which resulted in over 1000 product sales in just five months. Furthermore, the account gained over 500 visitors within one month.

PT. Philips Industries Batam - Batam, Indonesia

Dec 2020 - Dec 2022

Production Operator Staff - Full Time

- Prepared machines and material availability for producing products as presented to the team.
- Prepared machines and materials for producing 60,000 custom products per month. Implemented internal controls to reduce error rates by 25%.

PT. Vvf Indonesia - Medan, Indonesia

Sep 2019 - Dec 2019

Intern

- I perform titrations on 50 samples of raw and boiler water per week for analysis.

Education Level

Universitas Terbuka - Padang, Sumatera Barat

Jan 2022 - Jan 2026 (Expected)

Undergraduate in Management, 3.13/4.00

- Relevant Courses: Marketing Management, Operations Management, Operations Research, Managerial Economics

Organisational Experience

Rubi Community - Padang

Jan 2023 - Present

Ambassador

- Conducted education and activities related to chosen pillars, promoting programs conducted by RUBI and Avoskin.
- Created content on social media for each RUBI activity to reach a wider audience.

Workshop UT Karir - Padang

Dec 2023

Student Participant

- I took part in training sessions and workshops that focused on creating a curriculum vitae (CV) and building a career. Additionally, I attended workshops that taught personal branding and public speaking skills.

Skills, Achievements & Other Experience

- **Soft Skills:** Critical thinking, Analytical thinking, Team collaboration, Creative work, Time management, Detail-oriented
- **Hard Skills:** Canva, Microsoft Office Suite (Word, Excel, PowerPoint), Capcut, Marketing Management, SEO, Content Strategy
- **Languages:** Bahasa (Native), English (Intermediate)
- **Courses:** Digital Marketing at MySkill and Microsoft Office Excel Specialist Certification at KarirNex