



# THIRAFI INDHIRA K

MARKETING COMMUNICATION OFFICER

## PROFILE

Hi! I am graduate of communication Science with experienced marketing communications officer since 2019, experience in a variety of interesting projects which should involve public relations skills.

i am seeking or a career where previous experiences expertise, and skills can be used efficiently. for the rest i will explain when we meet

## SKILL SUMMARY

- Good Communication
- Persuasion & Negotiation Skills
- Hardworking & Adaptability
- Critical Thinking
- Team Work
- Digital Marketing
- Social Media Strategy
- KOL Management
- Ms Office / G Work Space

## CONTACT & INFO

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## EXPERIENCE

### Social Media Specialist

Taeyang Kulture | September 2022 - December 2022

- Managed social media accounts and researched social media content for daily postings
- Report insight into all social media
- Create editorial planning for all social media for every month

### Account Executive and Marketing Communication Officer

Konsep Digital Agency | August 2020 - September 2022

- Managed social media content, and increased social media clients for 1 month
- Helped clients with problems, managed day-to-day operational aspects of a problem
- Managed Photoshoot sessions for all Clients

### Merchant and Marketing Communication Officer

Kotoko Indonesia| November 2019 - Mei 2020

- Managed KOL (Key Opinion Leader)
- Managed social media accounts and researched social media content for daily postings
- Responsible for finding/following up clients for acquisition

## EDUCATION

### Bandung Islamic University

Bachelor of Communication  
Major Public Relations

- September 2015 - August 2019  
-GPA 3.4