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# PUTRI MILDHA ZHAFIRA

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## EDUCATION

### **Undergraduate Student of Math Education at UIN Syarif Hidayatullah Jakarta** Aug 2023 - Present

- Publication, Decoration, and Documentation Staff for the Orientation of KIP-K Scholarship Recipients 2024.
- Publication, Decoration, and Documentation Staff for the OPTIKA+ 24 Mathematic Olympiad 2024.
- Publication, Decoration, and Documentation Staff for the OPTIKA+ 25 Mathematic Olympiad 2025.
- Publication, Decoration, and Documentation Staff for the Bakti Sosial 2025.
- Publication, Decoration, and Documentation Staff for the Formabi's Fast Breaking and Orphan Donation 2024.
- Publication, Decoration, and Documentation Staff for the HMPS Working Meeting for the 2024-2025 Period.

## WORK EXPERIENCE

### **BYD Lucky Day 2025**

Oct 2025

- Spearheaded comprehensive visual documentation of the "BYD Lucky Day" event held at BYD Harmony Auto Ciputat, capturing the entire event flow from soft opening to closing ceremony
- Captured key ceremonial and engagement moments, including the DO Ceremonial Atto 1 (Customer Handover), live music performances, and interactive Q&A/Autoshow segments.
- Photographed high-level executives and VIP attendees, including Eagle Zhao (President Director of BYD) and Nathan Sun (Operation Director PT BYD Motor Indonesia), providing professional imagery for internal corporate communications and external media use.

### **Publication, Decoration, and Documentation Staff for the OPTIKA+ 25 Mathematic Olympiad 2025.**

Nov 2025

- Led creative production for a major national-level mathematics competition, designing key promotional materials to boost participant engagement.
- Developed high-impact visual assets, including creating a dynamic Company Profile Video and a compelling "Coming Soon" Video to generate pre-event buzz and secure sponsor interest.
- Managed digital branding by designing the Zoom Background and Frame for virtual sessions, ensuring a professional and consistent participant experience.
- Produced strategic promotional flyers, including a Countdown Flyer, to drive registration numbers and adhere to strict deadlines.
- Executed comprehensive event documentation, capturing all ceremonial and technical segments for post-event analysis and future promotional use.

### **Publication, Decoration, and Documentation Staff for the Bakti Sosial 2025**

Jan 2025

- Spearheaded the design and production of the Main Event Banner, establishing the official visual identity for the community service program.
- Created a persuasive "Al-Quran Donation Video," utilized across social media platforms to drive public awareness and generate significant donations.
- Provided end-to-end visual documentation for the entire social service activity, ensuring a comprehensive record of the charitable work for accountability and reporting.

### **Publication, Decoration, and Documentation Staff for the Orientation of KIP-K Scholarship Recipients 2024.**

Dec 2024

- Developed a comprehensive visual strategy, designing engaging Instagram Feeds to maximize reach and inform new scholarship recipients about the orientation program.
- Designed essential event collateral, including the Main Banner and Decorations, to establish a welcoming and professional atmosphere for attendees.
- Produced the official Proposal Sponsor, creating visually compelling layouts and presentations that successfully secured funding for the event.
- Managed event photography and videography, documenting all key moments, speaker sessions, and group activities.

**Publication, Decoration, and Documentation Staff for the  
OPTIKA+ 25 Mathematic Olympiad 2024.**

Nov 2024

- Designed high-quality registration brochures that clearly communicated event details and streamlined the participant sign-up process.
- Maintained consistent virtual branding for the online event by designing the official Zoom Background and Frame.
- Executed meticulous event documentation, capturing all phases of the competition for historical records and promotional archives.

**Publication, Decoration, and Documentation Staff for the  
Formabi's Fast Breaking and Orphan Donation**

Mar 2024

- Designed professional participation certificates for all organizing committee members, ensuring official recognition for their contributions.

**Publication, Decoration, and Documentation Staff for the  
HMPS Working Meeting for the 2024-2025 Period.**

Feb 2024

- Created the Main Event Banner design, defining the visual theme for the annual work meeting.
- Developed a promotional Countdown Flyer, successfully building anticipation for the event among department members.
- Conducted full event documentation, capturing proceedings and key decisions during the meeting.

## ORGANIZATION EXPERIENCE

**FORMABI Management  
(Department of Communication and Information Technology)**

2025

- Managed and executed the content strategy for the FORMABI organization's YouTube channel.
- Produced a variety of engaging video content to increase audience reach, promote organizational activities, and enhance digital visibility.

**Judges in the FORSEMA 2025 Poster Competition**

Nov 2025

- Managed and executed the content strategy for the FORMABI organization's YouTube channel.
- Produced a variety of engaging video content to increase audience reach, promote organizational activities, and enhance digital visibility.

## ACHIEVEMENT

**1st WINNER Lomba Poster Ilmiah (Nasional) - UIN PEKALONGAN**

Juni 2025

- Secured 1st Place in a competitive National Scientific Poster Competition, demonstrating superior skills in visual

communication and scientific presentation.

- Developed an innovative Scientific Poster design, effectively translating complex research data into an accessible and compelling visual format.
- **Successfully presented and defended the poster** and research findings to a panel of expert judges, receiving top marks for clarity and originality.

## SKILLS

**Languages:** English (Basic), Indonesia (Fluent/Native)

**Software:** (*Proficient*): Adobe Family (Premier Pro, Lightroom, Photoshop), Canva, VN, Capcut, Figma

**Technical:** Photography, Videography, Graphic Design

**Interpersonal:** Communicative, Teamwork, Collaborative, Creative Thinking, Management, Innovative