



NAUFALIA RESKIANA SAKTIKA

PUBLIC RELATION

📍 Jakarta, Indonesia
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EXECUTIVE SUMMARY

Creative, energetic and innovative person who has a passion for cultivating, influencing, engaging and maintaining people in exciting projects. Strong communicator with the ability to efficiently outsource to copywriters and speaking engagements, producing talking points and messaging, responding to inquiries. Looking to grow my knowledge of marketing and public relations in a smart and great company.

SPECIALIZATIONS

- E-Commerce & Social Media Management
- Marketing Skills (SEO, Google Ad, Email Marketing, CMS (Wordpress))
- Marketing Communication
- Event Communication
- Press Release
- Social Media Management
- Administration Skill (Office)
- Good Interpersonal Skills
- Good Work-Ethics & Reliable

EDUCATION HIGHLIGHTS

UPN "Veteran" Jakarta University

Bachelor in Communications Majoring Public Relations | 2017 - 2021

ORGANIZATIONAL EXPERIENCE

BEM UPN "Veteran" Jakarta

HERO FOR INDONESIA (HEROIND) 2020 | May - Dec 2020

UPN "Veteran" Jakarta

Head Of Public Relations of Virtual Event 'See The Unseen' | Mar - Jun 2020

Fourtyfive Radio

Advisory Board Fourtyfive Radio | 2019 - Present
Head of Internal Public Relation Of Fourtyfive Radio | 2018 - 2019
Head of Public Relation Of Fourtyfive Station | 2019
Project Officer Welcoming New Crew 2019 | 2019
Program Creative Producer Fourtyfive Radio | 2017 - 2018

Rain City Veteran Jakarta | 2018

Head Of Interest and Talent Development Department
2018 - 2019
Head Of Logistic of Revolutions
2018

WORK EXPERIENCE

E-Commerce Admin

ADA Asia Indonesia | Aug 2021 - Jun 2022

- Write and edit product content that will be published on e-Commerce websites/portals
- Set standards, systems, and best practices for new product listings, content creation, distribution, and maintenance
- Work closely with different teams (product management, graphics, sales) to provide updated content that will be shared across e-Commerce platforms
- Monitor changes in product sales by using web analytics and Excel spreadsheets (pivot tables, vlookups, etc) to stay organized

Business Development Officer

PT Karsa Omni Teknologi Adicipta (KOTA Digivice) | Jun - Aug 2021

- Maintain and share professional knowledge through education, networking, events, and presentations
- Manage proposal response process, including detailed RFP requirements, content creation, and inputs from various sources
- Generate new leads, identify and contact decision-makers, screen potential business opportunities, select the deals inline with strategies

Digital Marketing Officer Internship

PT. Titian Media Lingkar Sembilan | July - Oct 2020

- Plan and execute all digital marketing, including SEO/SEM, marketing database, email, social media and display advertising campaigns
- Design, build and maintain our social media presence
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- Identify trends and insights, and optimize spend and performance based on the insights
- Coordinate the design of promotional material and distribute in online and offline channels