

Magdalena Windy Pramesthi

Social Media Enthusiast, Content Creator, Marketing

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About Me

I'm a fresh graduate with bachelor's degree of Communications at Universitas Katolik Indonesia Atma Jaya in 2021. I have experiences as a Social Media Content intern at Kinderhutte, BKAK Atma Jaya and Warta Ekonomi. My key responsibilities are creating weekly content ideation for social media, producing copy and visual, engage with audiences and make the deal with KOL or Influencer for the campaign and event. I have career interests in social media marketing, content writing, and copywriting. I also proficient in using Microsoft Office, Canva, and social media platform.

Skills and Competencies

- Social Media Management
 - Microsoft Office
 - Canva
 - Marketing
 - Creative Writing
 - Public Speaking
 - Time Management
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Work Experiences

Warta Ekonomi (Her Story)

Social Media Content (Feb 2022 – Present)

- Created daily content plan for Her Story Instagram and Tiktok.
- Produced creative writing to tie up for Her Story to engage the audiences.
- Found, Negotiated, and make the deal with KOL or Influencer for Warta Ekonomi's event and campaign.
- Design all content for Instagram Feeds.
- Creative writing about lifestyle, entertainment and health

BKAK Atma Jaya

Design and Publication (April 2021-Aug 2021)

- Created schedule content plan for BKAK Instagram.
- Produced creative writing to tie up for BKAK to engage the audience.
- Design all poster and feed for Instagram
- Uploading content about education on Instagram

Kinderhutte

Social Media Content (Jan 2021 – April 2021)

- Created weekly content plan for Kinderhutte Instagram.
- Produced creative writing to tie up for Kinderhutte to engage the audience.
- Brain stroaming new creative writing templates with design team.