



Alifan Majid

Social Media Specialist

CONTACT

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PROFILE SUMMARY

A Social Media Specialist with 2 years of experience creating content across diverse industries, including agencies, tech (IT infrastructure), and manufacturing. Skilled in content strategy, content ideation, and scripting. An enthusiastic, fast learner, and dynamic team player.

PROFESSIONAL EXPERIENCE

PT. Utama Rackindo Semesta (Indorack)

Jul 2024 – Jan 2026

Content Planner

- Planned and managed social media content across multiple platforms in alignment with brand objectives.
- Wrote scripts for short-form videos (Reels/TikTok) and YouTube content.
- Served as on-screen talent for video content when required, particularly in urgent situations.
- Created copywriting for image-based content and website banners.
- Wrote articles and press releases to support product launches and marketing campaigns.
- Coordinated and communicated with Key Opinion Leaders (KOLs) to enhance brand visibility and campaign execution.

Upperclicks

Nov 2023 – Feb 2024

Social Media Intern

- Created daily social media content, including content ideation, content writing, basic design, and video editing.
- Increased Instagram engagement by 79% on the CEO's personal account through educational content.
- Developed a 2-month content plan for client accounts.

EDUCATION

Telkom University

Feb 2017 – Apr 2022

Bachelor Degree in Product Design, GPA 3,37 / 4,00

CERTIFICATIONS

- Copywriting dengan Teknik SEO/SEM Skill Academy (2024)
- Social Media Marketing HubSpot (2023)
- Social Media Organic Puwadhika Digital Technology School Program (2023)
- Intro to Digital Marketing Revou Mini Course (2023)