

# ARIZQA NOVI RAMADHANI

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## PROFILE

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Arizqa Novi Ramadhani is a versatile digital branding associate with language expertise. Arizqa has experience in content creation since 2022. She is currently certified as competent in Digital Marketing with copywriting skills. Leadership and skilled interpersonal communication make Novi adaptive and dynamic toward the developments in the creative industry, education, public relations, and social fields.

Indonesian Language and Literature, Universitas Airlangga | 2021-2025

## PENGALAMAN [\[sertifikat\]](#)

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### SELF-DIRECTED PROJECT, Remote

2025

*Content Creator*

- Drove personal brand growth on Instagram by strategically optimizing content focused on self-development and professional insights
- Developed comprehensive content calendars and detailed storylines, ensuring consistent, scheduled content delivery
- Conducted rigorous trend research and algorithmic analysis to maximize reach and engagement

### IYOGSPORT, Madiun

*Social media specialist*

2025

- Managed Instagram accounts and analyzed account performance
- Increased account insights, reaching over 180,000 profile views in 30 days
- Created content planning for Instagram feeds, reels, and stories

### SUARAMERDEKA.COM, Remote

*Content Writer*

2024

- Wrote 3-5 daily article contents, consisting of hard news and soft news, following SEO (Search Engine Optimization) rules
- Conducted keyword research, Google trend analysis, and social media trending topics analysis
- Applied grammatical rules, editorial style guide, and adhered to the journalistic code of ethics

### SELALU.ID, Surabaya

*Internship*

2023

- Conducted event coverage, interviewed sources, and prepared reports
- Processed press releases, researched news sources, and validated information
- Developed plans and wrote evergreen or features content

### LEMBAGA PERS MAHASISWA MERCUSUAR UNAIR

2022 – 2023

*Redaktur*

- Edited articles for 10 column rubrics in LPM Mercusuar
- Edited grammar, spelling, and writing style according to the Mercusuar editorial style guide
- Executed editorial tasks including proofreading, source tracing, and information validation

*Staf Penelitian dan Pengembangan*

- Conducted research on socio-cultural, economic, and environmental issues
- Created infographics based on research results and published them in LPM Mercusuar media

### LINGKAR PRESTASI FIB UNAIR

*Ketua*

2022 – 2023

- Served as conceptor for all Lingkar Prestasi program activities along with 3 implementing departments
- Sorted rubrics and edited manuscripts for Warta Lipres magazine
- Initiated scientific projects within the Faculty of Cultural Sciences environment, including seminars, competitions, publications, and achievement coaching

## **CERTIFICATIONS** [\[sertifikat\]](#)

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### **Digital Marketing**

*Badan Nasional Sertifikasi Profesi (BNSP)*

### **Information and Communication Technology**

*Badan Nasional Sertifikasi Profesi (BNSP)*

### **Digital Marketing**

*Asosiasi Digital Marketing Indonesia (Digimind)*

### **Digital Content Creator**

*Dinas Perpustakaan dan Kearsipan Kabupaten Madiun*

### **Uji Kemahiran Berbahasa Indonesia (UKBI)**

*Badan Pembinaan dan Pengembangan Bahasa, Kemdikbudristek RI*

### **English Language Proficiency Test (ELPT)**

*Pusat Bahasa dan Multibudaya UNAIR*

### **Bahasa Indonesia untuk Penutur Asing (BIPA)**

*ICE Institute MBUS Program*

## **HARD SKILLS** [\[portofolio\]](#)

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Google Workspace & Microsoft Suites

SEO (Search Engine Optimization) copywriting

Social media savvy

Landing page

Research tools

Editing tools (CapCut, Canva)

## **SOFTSKILLS**

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English (ELPT 523)

Bahasa Indonesia (UKBI 680)

Digital marketing strategy

Public relations & teamwork

Critical & creative thinking