

# Choirunnisa



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*Likes photography that's why travelling is one of her passion. She was once an announcer in her radio campus because she loves music that much. The thing that she always loved until now is volunteering in so many events because she loves to greet new people. She is now working as a Digital Marketing Consultant in Japanese Digital Agency based in Tokyo. She got her Adwords & Analytic Certification from Google on June 2016.*

<https://id.linkedin.com/pub/choirunnisa-priatna-hadi/97/285/214>

## Working Experience

### **PT. Digital Marketing Indonesia (IREP Japan) / Indonesia (January 2016 – Present)**

Position : Digital Marketing Consultant & Advertising Performance Strategist

Job Description :

- Analyze, Monitoring & Operate client's digital advertisement.
- Handle, operate and manage the listing advertisements according to the client's SEM (Search Engine Marketing) with Goodle Adwords.
- Prepare keywords structure for SEM Advertisement that will running.
- Reporting the results of the projects both internally and externally & provide summary of the result, the problems and solutions to improve the effectiveness of client's advertisement.
- Analyze client's problem in web analytic and prepare for the improvement plan to reach client's goal.
- Prepare Client's Google Analytic report.

### **The Jakarta Post Newspaper / Indonesia (November 2014 – November 2015)**

Position : Business Advertising Support

Job Description :

- Handling advertisement traffic that will publish everyday also handling clients overseas and local
- Working with Business Department such as Marcomm, Graphic Designer and also Supplement Team to create content, manage article that will publish and prepare a layout.
- Handling advertisement traffic in Speak! Magazine.
- Handling all the advertorial, events, where to eat section, infotorial, and Classifieds section everyday. (3 pages from the newspaper including layout and contents)
- Handling all the clients semi barter exchange and the agreement with MOU & Form Barter.
- Checking the advertisement requirement from Agency or Client.

### **Wall Street English / Indonesia (August 2014 – September 2014)**

Position : Education Consultant Trainee

Job Description :

- Making appointment with students in our office & prepare good presentations for students & help them maintenance their goals for study
- To provide good environment also good time with students so they feel comfortable while study.

### **Ministry of Education & Culture / Indonesia (April 2014 – July 2014)**

Position : Liaison Officer for 25th International Biology Olympiad in Bali, Indonesia.

Job Description :

- Responsible for assisting and moderating the assigned students and juries team from all countries participating in IBO 2014.
- Deliver an excellent service and maintain a good communication between the participants and the organizing committee of IBO 2014.
- Constantly monitor and supervise the assigned team for any violation and unethical behavior
- To work with Ministry of Education and Culture during the preparation to provide the participants with a comprehensive information regarding Indonesia and its tourism.

- To be one of Indonesian Youth Ambassador in the Olympiad by introducing the participant about Indonesian Culture, History & Bali's tourism because it was held in Bali.
- To maintenance the participant activities and help them also treat them as this is the second home while they were away from home to do the Olympiad.

#### **Television of Republic of Indonesia / Indonesia (April 2014 – June 2014)**

Position : Internship / Reporter & Assistant Program Director at News Show Indonesia Siang

Job Description :

- Assist director and other managerial staff also did delegates duties such as typing, copying, and scanning.
- Work with the Director to sustain and grow programs and service & to maintain Indonesia Siang Program at TVRI everyday.
- Go to press conference or events and learn how journalist tapping a video, interviewing important people and made a report about the event.

### **Education**

**Faculty of Economic & Communication Binus University, Indonesia**

**Degree :** Bachelor of Communication with GPA 2.99 out of 4.00

**Thesis :** "Impact of The Show "Jalan-Jalan Men!" on Youtube Channel malesbanget.com on Public Interest in Domestic Travelling"

**Grade of Thesis :** B

**Field of Study :** Marketing Communication

**Major :** Broadcasting

### **Personal Skills & Competences**

**Languages :** Indonesia - Native & English – Excellent

**Advertising Skills :**

- Create contents and manage contents for newspaper
- Excellent in Newspaper Layout Preparation for publishment
- Digital Marketing Strategy & Create Ads Improvement through Google Adwords & Google Analytic.
- Search Engine Marketing Service, SEM, Listing Ads Service, Digital Marketing Service, PPC, SEO, WEB Analytics, Display Ads, Conversion Rate Optimization, Video Ads Service

**Social Skills :**

- **Excellent Communication & Presentation Skills:** gained through studied at Binus University and join a lot of organization such as AIESEC, Photography Club and Radio Campus.
- **Intercultural Skills:** gained through experience of living abroad and join projects and workshops abroad.
- **Team Work:** gained through many kinds of working experiences especially work with professional people.
- **Professional & International Environment Skills:** gained through work with International students from across the world in 25th International Biology Olympiad

**Community Development :**

- Organizing AIESEC Binus's 1<sup>st</sup> Local Committee Conference as OC Communication.
- Joined "Enter Your Future" project held by AIESEC LC Katowice, Poland from February to April 2012. Basically the project is in education area, teach high school students about Indonesian history, culture, geography and many more in few schools around Katowice City and try to blend with Polish Family by lived with them at their houses.

**Computer & Software Skills :**

- Mac OS & Windows Operating System
- Google Adwords, Google Analytic & Keyword Planner
- Excellent in Excel, Word & Presentations (Microsoft Office Programs)
- Photo Editing Software : Adobe Photoshop
- Video Editing Software : Final Cut Pro & Adobe Premiere.

**Achievement :**

**Third Place Winner of Ibox Photography Competition in 2009 Awarded by iBox Plaza Indonesia.**

## Personal Interest

- Likes to draw, loves taking photos, and eager to learn more about videography.
- Travelling is my hobby, so is listen music, watching movies, and read good books.
- Photo Portfolio: [annnisapriatnahadi.see.me](https://annnisapriatnahadi.see.me)