ALDINA WISIK RIANI

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Aldina is Economics, Finance and Banking Student at Universitas Brawijaya, She's Interested & has 2years+ Experience in Digital Marketing, Social Media Marketing & Business Development. Aldina Also Winner Product Management Scholarship Cohort 7 by Apiary Academy, Aldina Started her Career Journey in Marketing by Passing School Business & Management (SBM ITB) Digital Marketing, Business & Entrepreneurship Course and Applying Digital Marketing Knowledge in Her Family Business (FnB) & Also Applying it in 10+ Industry (Tourism, Fashion, Community, Edtech, B2B, Agency, Export Business, Ride-Hailing)

Work Experiences

PT. Sahabat Finansial Kamu - Jakarta, Indonesia   Oct 2024 - Dec 2024
Marketing Fellow

- Creating Engaging Instagram And Tiktok Content To Promote Financial Literacy
- Developing Promotional Content For FinKu Qris Paylater Service
- Sending 5+ Whatsapp Broadcasts Weekly To Increase Brand Awareness And Product Visibility
- Approaching Companies And Organizations Targeting Student Audiences Via Email To Establish Collaborations, Including Instagram Takeover (IGTO)

PT. Talenta Sinergi Group - Yogyakarta, Indonesia   Sep 2024 - Dec 2024
Head of Product Manager

- Conducting Brainstorming And Planning For Bootcamp Programs Focused On Job Opportunities In Japan (LPK), Ensuring Alignment With Labor Market Needs
- Developing Learning Modules For Bootcamps Aimed At Working In Japan, Including Training Materials, Language Proficiency, And Workplace Culture
- Coordinating With The Curriculum Team To Design Training Modules For The Human Resource Bootcamp
- Conducting Competitor Strategy Research To Refine Bootcamp Offerings
- Creating User Flows And Customer Journey Maps To Enhance Participant Experiences
- Collaborating With Stakeholders, Including The UI/UX Team, Curriculum Team, And Developers, To Ensure Seamless Execution Of Bootcamp Programs

SOKO Financial   Aug 2024 - Dec 2024
Marketing Communication

- Approached And Established Partnerships With 16 Badan Usaha Milik Negara (BUMN) Companies To Enhance Financial Literacy Awareness For Soko Financial
- Approached And Established Partnerships With 17 Universities To Increase Brand Awareness Of Soko Financial

Teman Ambiss   Jul 2024 - Dec 2024
Business Development

- Creating 15+ Content Briefs For Mentoring Programs In UI/UX Design, Public Speaking And Leadership
- Conducting In-Depth Research On Mentoring Topics Based On Audience Needs
- Analyzing Current Trends To Develop Relevant Mentoring Topics
- Managing Communication Regarding Mentoring Programs With Internal And External Teams

Tadika Puri Foundation - South Jakarta, Indonesia   Jul 2024 - Sep 2024
Content Planner

- Developing Social Media Content Strategies To Boost Engagement And Awareness
- Creating A Monthly Content Calendar For Reels, Feeds, And Instagram Stories
- Creating 100+ Educational And Promotional Content Pieces On Digital Marketing Training, Airport Staff, Hospitality, Early Childhood Education Teachers, Cruise Ship Staff, And Japanese Vocational Training Programs
- Conducting Social Media Trends Research To Enhance Content Relevance

Grobeez   Jul 2023 - Feb 2024
Social Media Specialist

- Brainstorming Content Ideas For Instagram And TikTok Every Week
- Creating Content Briefs For Instagram And TikTok With The Content Pillar (Education) About Digital Marketing And SMEs (Small and Medium-sized Enterprises) in Indonesia
- Research for Sources of Government Development for SMEs in Indonesia

Ruang Teras   Jul 2023 - Sep 2023
Marketing

- Marketing Ruang Teras Counseling & Event (Webinar) Products on Social Media

- Creating Marketing & Business Strategies for Webinar Services & Ruang Teras Workshop
- Finding Client Opportunities According to Target Audience
- Collaborate With Stakeholders (Product Team)
- SWOT Research Analysis, Competitor Overview (Classes, Webinars & Workshops) & Rate Card Company Overview

Vibrant Women - Bandung, West Java, Indonesia   Jul 2023 - Dec 2023

Marketing Executive

- Promoting The "OPERA (Obrolan Para Wanita) Cantik Diri" Event on Instagram, Telegram And Vibrant Women's Large Groups
- Reaching an Audience of 30+ For The OPERA Event in 1 Day
- Successfully Meeting The Targets For The OPERA Cantik Diri Event
- Successfully Hosting 3 OPERA Events in 3 Months
- Collaborating With Social Media Manager, Beauty Empowerment Event Coordinator And Founder of Vibrant Women For The Success of The Event
- Analysis And Listing of 50+ Vibrant Women Media Partners to Develop The OPERA Event

PREPII Indonesia   Jul 2023 - Dec 2023

Business Development

- Review & Updating Company Profile Analyst
- SWOT-TOWS Analyst of The Company And Competitors Review
- Brainstorming & Making New Products (Entrepreneurship Class, Community Preneur & Student Ambassador)
- Brainstorming Business Model Canvas (BMC) Company
- Brainstorming Business Ecosystem
- Listing Potential Partners To Collaborate With Company (Beauty Product & Company)
- Collaborating With Program Team Stakeholders (Product Team)

Memo Multimedia   Jul 2023 - Oct 2023

Content Planner for Digital Marketing Content

- Brainstorming Instagram Content Ideas Every Week
- Being The PIC Content Planner For Digital Marketing And Responsible For Content on Digital Marketing Topics
- Creating Instagram Content Briefs with Content Pillars (Education and Promotion) about Digital Marketing, SEO, WhatsApp API And SMEs (Small And Medium-sized Enterprises) in Indonesia

PT NAF Karya Indonesia - Bandung, Indonesia   Jul 2023 - Oct 2023

Social Media Specialist

- Creating 250+ Content Ideas For Reels, Feeds, And Instagram Stories
- Being The PIC Content Planner For Naked And Free And Yourtee
- Creating Instagram Content Briefs With Content Pillars (Awareness, Entertainment And Promotion) About The Latest Products From Naked And Free And Yourtee

Pojok MejaKursi   Jul 2023 - Oct 2023

Social Media Marketing Officer

- Handle / PIC Tiktok Account And Create Tiktok Report & • Improvement Content Every Month And Post on Time According to Prime Time
- Increase TikTok Account Followers From 200 to 1000+ (1k) in 3 Months
- Achieved 160,000+ (160k+) Views in Education & Entertainment Content Pillars
- Create a Tiktok Content Planner Every Month (Education, Entertainment and Promotion Pillars)
- Research for Viral Tiktok Trending Content (Ideas, Songs And Hastags) a Week
- Brainstorming With Stakeholders (Content Creator Team & Chief Marketing Officer) to Create Content Ideas (Videos)

Plasgos.co.id Marketplace B2B   Jul 2023 - Oct 2023

Content Planner

- Creating A 160+ Content Ideas For Reels, Feeds, And Instagram Stories With Topics on SME (Small and Medium-sized Enterprises) Business, Digital Marketing, B2B And B2C
- Creating Briefs With Content Pillars (Awareness, Education And Promotion)

Roote Trails   Jun 2023 - Nov 2023

Social Media

- Successfully Creating Interactive Captions And Collaborating on Traveling Topics
- Creating Content Briefs With Content Pillars (Education And Promotion)
- Weekly Brainstorming For Audience Evaluation And Instagram & Tiktok Growth
- Collaborating With Stakeholders (Graphic Designer, Content Creator, Videographer, And Marketing Communication) in The Content Creation Process

- Being PIC / Handled Instagram And TikTok Platforms

PT Digdaya Olah Teknologi Indonesia (DOT Indonesia) - Malang, Indonesia   Jun 2023 - Aug 2023

Sales Marketing

- Assisting in Listing DOT Indonesia Competitors
- Assisting in Listing Campus And Non-Campus Media Partners for DOT Indonesia's IT Programs And Reach Out Them
- Helping With Weekly Idea Brainstorming as a Sales And Marketing, I Inquiring About Customer Satisfaction Regarding DOT Indonesia Class Topics About IT And Data Science

AFEKSI   Jun 2023 - Aug 2023

Marketing Communication

- Assisting in Crafting Monthly Content Calendar Ideas With Relationship And Friendship Topics
- Creating a Brief With Content Pillars (Education and Promotion)
- Helping Promote Community Events on Relationship to The Target Audience
- Assisting The Event Team in Creating Soft-Selling Content Briefs For Business Services (Pricing and Services) in The Form of Instagram And TikTok Feeds

Digimarly   May 2023 - Aug 2023

Chief Marketing Officer Intern

- Creating Instagram and TikTok Strategy for UMKM / Brand Products
- Analyzing Competitor Brands and Strategy
- Analyzing Benchmarks And Unique Selling Points For The Brand
- Identifying Key Issues And Goal Statement For Brand.
- Improving Brand Awarness For Brand Products

PT Komunal Sejahtera Indonesia (Deposito BPR) - Surabaya, Indonesia   May 2023 - Jul 2023

Marketing Communication - Community Based Internship Program

- Taking a 3 Month Self-Development Course (Marketing Communication, Business Development, Commercial Partnership, Finance & Credit Analyst, Business Intelligence)
- Awardee of Preliminary Stage (Semifinal Stage) in The Marketing Communication / Public Relations Division
- Performing Marketing Communication / Public Relations Intern by Contacting And Assisting Young Force By Deposito BPR's Community in Reaching Out to External Government Authorities in East Java to Promote Deposito BPR's Event (Event Marketing)

ViuiT - PT. Aku Cinta Indonesia Raya (ACI) - Malang, Indonesia   Mar 2023 - May 2023

Marketing Team

- Reach 10+ New User Application in 1 Week
- Promoting Viuit Latest Campaign (ex : Ramadhan Campaign)
- Create Food or Restaurant Content and Ride Content to Promote Partnership Viuit
- Share Referral Code For New Users

Education Level

Universitas Brawijaya - Malang, Indonesia   Aug 2022 -

Undergraduate Economics, Finance and Banking, 3.40/4.00

- Fulfill Management Courses (1st Semester) Through Electronic Company Research And Finding SWOT And Competitors
- Learn Basics of Artificial Intelligence (1st Semester) : "Pemanfaatan AI Dalam Sistem Remote Longger Data Iklim"
- Participated in Digital Marketing Courses as Part of Entrepreneurship Class (2nd Semester) And Making a Project UI Design
- Fulfill Technical And Fundamental Analysis Courses (3rd Semester) Through Stock Analysis (Stock Charts (Line Chart, Bar Chart, Candle Chart), Trend Line (Uptrend, Sideaway, Downtrend), Support & Resistance, DOJI Analysis, MACD Analysis)
- Research Method Thesis (4th Semester) : "Digital Marketing Strategies Impact For Increasing Brand Awareness & Customer Acquisition Case Study : E-Wallet Banking (Financial Technology Start-up)"

School of Business And Management ITB   Nov 2022 - May 2023

Certificate in Digital Marketing and Entrepreneurship

- Created Project "Cacaofit" Brand Based on Segmentation, Targeting, Positioning, Customer Persona, and the 4P (Product, Place, Promotion, Price)
- Created Project "Lempah Kuning Tebing" Restaurant Based on SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats)
- Courses : Big Data for Business, Social Media Marketing, Entrepreneurship, Business Leadership

SMAN 2 PANGKALPINANG - Bangka, Indonesia   Jul 2019 - Jul 2022

High School Social Science, 83.00/100.00

- Top 4 Most High-Achieving Students with Best Grades in Social Sciences Class (2022)
- Accepted by 2 State Universitas Bangka Belitung & Universitas Brawijaya, Also Accepted by 1 Private University with Jababeka Scholarship President University
- Participant Olimpiade Bea Cukai Pemberantasan Penyeludupan Pesisir Timur Sumatera (OP3TS) 2021
- Staff Palang Merah Remaja (2019 - 2022)
- Learn Business & Entrepreneurship by Visiting Business Places for Entrepreneurship Subjects (2022)
- Bring Traditional Bangka Belitung dances "Pensi Seni Budaya Kite" for Graduation Batch 36 (A+) Was Uploaded & 1000+ Views on YouTube (2022)
- Held an Entrepreneurial Bazaar - Event Marketing (2019)

Courses

Hari Senin   Jun 2024 - Sep 2024
UI/UX & Product Management Bootcamp

Apiary Academy - West Jakarta   Apr 2024 - Jul 2024
Awardee Scholarship C7 - Product Management Course
- Awardee Scholarship Product Management Academy Cohort 7
- Best Performing Team Introductory Level

Project

- **Kelas Work | Digital Marketing Project** ⊘ (2023):
- **Digital Skola | Python Programming** ⊘ (2025):
- **Digital Skola | Data Visualization With Tableu** ⊘ (2025):
- **Digital Skola | Data Visualization With Google Data Studio** ⊘ (2025):