

DINARAN DINA RAHMAWATI

Purwokerto, Central Java | [+6285772674439](tel:+6285772674439) | dinarandrachma@gmail.com | [linkedin](#) | [portfolio](#)

Hello! I am a motivated student with a keen interest for social media management and creative writing. Experienced in graphic design using Canva and Photoshop, writing engaging copy for various platforms, and optimized content strategies. I aspire to excel as a Social Media Specialist and Copywriter.

EDUCATION

UNIVERSITAS JENDERAL SOEDIRMAN – Central Java <i>S-1, Indonesian Literature</i>	Aug 2022 – Present
• CGPA: 3.82/4.00 • Relevant coursework: Journalism, Creative Writing, Script Editing, Translation.	

UNIVERSITAS HASANUDDIN – South Sulawesi <i>Non-degree (Student Exchange), Indonesian Literature</i>	Feb 2024 – Jun 2024
• CGPA: 4.00/4.00 • Relevant coursework: Sociolinguistics, Rhetoric, Vocabulary Development, Indonesian Pragmatics.	

SKILLS AND COMPETENCES

- **Scheduling and Content Management:** Google Workspace, Buffer, Meta Business Suite, Google Trends.
- **Content Creation:** Canva, Adobe Photoshop, CapCut.
- **Additional Skills:** Social Media Analytics, Copywriting, Creative Thinking, Attention to Detail, Communication, Problem Solving, Collaboration.

WORKING EXPERIENCE

KOMPASIANA <i>Freelance Writer</i>	Jan 2025 – Present
• Wrote and published articles on topics including sports, entertainment, and trip with a total 4 articles generating hundreds of views. • Captured readers' attention with viral topics, with one of the articles reaching 236 views within a day. • Utilized SEO techniques and engaging headlines to boost engagement.	

LEADERSHIP & ORGANIZATIONAL EXPERIENCE

MALAM KEAKRABAN SASTRA INDONESIA (MALKASI) UNSOED – Central Java <i>Head Coordinator, Public Relations Division</i>	Mar 2024 – Sep 2024
• Increased event attendance by 20% through leading a team of 5 people to executed impactful promotional campaigns. • Managed communication with participants (100+ participants), ensuring smooth delivery of information. • Collaborated with 3 sponsors to boost event outreach.	

HIMPUNAN MAHASISWA SASTRA INDONESIA (HIMASASI) UNSOED – Central Java <i>Head Coordinator, Media Communication and Information Division</i>	Mar 2023 – Sep 2023
• Led a team of 5 people to executed social media strategies for events (5 events), resulting in 20% growth on Instagram in 6 months. • Designed 20+ eye-catching visual for social media campaigns and 5 event branding materials using Canva and Photoshop. • Developed and implemented creative social media content schedules (10+ content per week) using Google Spreadsheet and Buffer to ensure brand consistency and engagement.	

[**2+ others leadership & organizational experience**](#)

VOLUNTEERING EXPERIENCE

RAWALLANGI SOCIAL CONTRIBUTION AT BIRA BEACH - South Sulawesi

May 2024

Event Coordinator

- Organized an educational session for 8 vendors on effective waste management strategies.
- Created an informative education board that effectively raised environmental awareness among visitors.

ACHIEVEMENTS, HONORS, AND CERTIFICATION

- **Achievements (2023):** Best Staff of the Month (Mar and Sep) at Himasaki Unsoed for outstanding leadership and improving social media engagement metrics, Best Division at Frasa Unsoed for strategic communication initiatives and successful partnerships.
- **Honors (2024):** Top 50 best articles selected by GNFI.
- **Certification:** Digital Marketing Mini Course, Revolu – [View Credentials](#)

LANGUAGES

Indonesia (Native Proficiency), **English** (Limited Working Proficiency).