



Zahra Fashila Zalfa'Ini

+6289697368177 | zahrafashilaz12@gmail.com |

<https://zahrafzportofolio.framer.website/> (My Portfolio)

About Me

I'm an undergraduate student majoring in Information Systems, **I'm passionate about Business, IT, and Management. I have been part of a Digital Marketing team for 2 years, and have successfully developed projects involving mobile application/software & website creation. Interested in Business System Analyst, UI/UX Design, Product Management, and Digital Marketing.** Adept at collaborating with cross-functional teams to deliver innovative solutions that align with business goals. I'm excited to bring creativity, analytical, and problem-solving skills to impactful projects.

Project Experiences

Created a Landing Page Design, Prototype Virtual Reality Design, & School Mobile Application - Individual Project

Started by creating a landing page design concept and conducting simple research for promotional purposes for a business that can be displayed on the website. Created User Flows, Sitemaps, and Wireframing until the final result is a Landing Page Design. Created Virtual Reality prototype and Mobile Application Design, starting from creating concepts and creating Sitemaps, until the final result is a prototyping.

Created a Website For Submitting Practical Work Reports - Team Project

Created a website that makes it easy for users to access practical work report submissions effectively. And used a Laravel programming language, PHP framework

Created an Education Mobile Application - Team Project

Created a learning application that aims to be an educational learning medium that provides an understanding of the story of the Apostles with the title Ulul Azmi. And used a Kotlin programming language.

Work Experiences

20 November - 20 December 2024 | Social Media Specialist (PT. Mageriin.id) |

Freelance - Remote only

Mageriin.id is a community and Muslim event organizer with a total of 52.3K followers when I joined the job description in the form of creating content plans, managing social media (interaction with the audience), and editing video/photo content (Graphic Design).

**05 September 2022 - 31 October 2024 | Social Media Officer Content Creator
(Part of Digital Marketing Team) | Elbina Hijab - (PT. Aufia Group) |
Full Time & Part Time (Hybrid Working - WFO & WFA)**

Elbina Hijab is an online Muslim fashion brand with 724K Instagram followers.

My experiences as one of the content creators here include:

- Created Graphic Designs or photo/video editors
- Managed social media (Instagram & TikTok), wrote customer broadcasts on social media, and interacted with customers in DM/comments. And get accounts engaged +139%
- Created a brand campaign event & copywriting.
- Created content planning & produced content.
- Became a model/talent for content needs, or host live streaming.
- Became a photo/videographer by operating the camera
- Became a wardrobe stylist during photoshoots/video shoots

**March 2023-November 2023 | Social Media Officer | Binamuslimah Community -
(The part of Elbina Hijab)**

The experience I have here became a social media specialist creating content planning, and copywriting for content purposes social media captions, and broadcasts to community members of Binamuslimah. It has also backed up graphic design for content purposes in the form of pamphlets/posters, study banners, and virtual background/zoom frames.

13-18 September 2023 | Host Live Streaming (Gonegani) | Freelance

Gonegani is an online fashion shop brand with a total of 155K TikTok followers when I was one of the live hosts with a live duration of 4 hours per day. Reviewing/promoting several products, interacting directly with the audience while live recommending suitable products, and so on.

Education

2022 - Present | STMIK Bandung | Information Systems Study Program

This major prepares students to have abilities in scientific fields, namely computer science, management, and business. So what I learned from this study program is how to utilize computer science and technology to support business needs. Such as Business Systems Analyst, UI/UX Design, Product Management, Digital Marketing, Web Development, Data processing, programming, and also learning about data processing, programming, and creating ERD, PRD, SRS, etc. Practice making workflow diagrams, use cases, and business process models. From here I was able to find my passion. Excited to learn more about this either academically or non-academically by myself.

**2017 - 2021 (4 years program) | SMKN 1 Cimahi | Department of Film & Television Program
Production (Broadcasting)**

Script Writer, Director, Photo/Videographer, Editor/Design Graphic, Producer, Wardrobe/Stylish

In this department, I study mass media content production, television broadcasts, audio-visual-based film production, and project-based learning. My experience in the creative field while I was in vocational school with a 4 year program included: creating graphic design, film/content, photo & video editing, photography, videography, short films, product advertisements/promotional videos, etc. From here I like creating designs that are useful for a business, organization, etc, I also like creating concepts for work in the form of products/services and coordinating with the team.

Other Experience, Organization, Achievement

1. Finalist Miss Hijab West Java 2024 (West Java Hijab Ambassador 2024)

2. Management of the Information Systems Student Association organization as a Treasurer

My experience includes managing organizational finances, preparing budgets, recording and documenting finances, controlling finances, making financial reports, finding sources of funds, and working with other administrators.

3. Became a Secretary, Public Relations officer, Event Division etc in Committee School

- My experience as a secretary includes carrying out tasks such as event administration, making proposals/correspondence/reports/tight nodules, coordinating with each division, and managing schedules.
- My experience as a publicist includes building a positive image of the organization and establishing good relationships with internal and external parties, handling complaints or crises, helping to find sponsors and partners, etc.
- My experience as an events division in a women's organization is planning, implementing, and evaluating activities or events organized by the organization.

I have had organizational skills, creativity, and the ability to lead a team since I was at school.

4. 3rd Place in English Speech - MTsN 2 West Bandung

5. Favorite category of English Story Telling competition - MTsN 2 West Bandung

Knowledge / Skills / Interest

Business Analyst | System Analyst | Digital Marketing | UI/UX Design/Research/Writing | Product/Project Management | Design Graphic | Basic Data Analyst | Basic Data Science | Basic Front End | Basic HTML,CSS, Javascript, Kotlin | Customer Relationship Management | SEO/SEM | Copywriting | Photo/Video Editor | Photo/Videographer | Content Creator | Social Media Officer | Model/Talent |