

# JESSLYN CHRISTIANI HALIM

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## SUMMARY

Hello! I'm a Communication Sciences Department student at Pancasila University. I have a passion in the field of communication. Familiar with content creation for social media such as Instagram, proven to have increased followers and engagement of managed social media accounts. I'm always trying to improve myself and try to learn new things. I have high motivation and enthusiasm at work, and able to work well together.

## WORKSHOP & EVENT PROJECT EXPERIENCE

### Committee at Smale Festival 8 (2018)

It is a music festival made by SMAN 54 Jakarta which features several singers in Indonesia with the theme Reveal the Hidden Treasure. As a ticketing division, i have a responsibility to organize the queue of crowds and attaching wristbands to crowds.

### Mini Bootcamp KOL Management at Digital Skola (2024)

Learning KOL management strategies for influencer marketing from KOL selection, negotiation, cooperation flow, to reporting, and how to optimize effective KOL marketing strategies.

### Volunteering at the Solidarity for Happiness Event by Ruang Mengabdi mengabdi (2024)

Volunteer event for children with special needs and orphanage children, I as a volunteer was tasked with accompanying and playing together such as learning to paint on hats, putting together puzzles, and others.

### MSIB Batch 7 Participants Study Independent Social Media Specialist at Solutif (2024)

Gained foundational knowledge of social media strategies, analytics tools, and techniques for creating engaging content. Explored SEO and SEM principles to enhance digital marketing skills. Managed the TikTok account @mo.studyedu, focusing on IT in education, by creating informative content and implementing strategies to boost audience engagement.

## WORK EXPERIENCE

### D'Best Moment WO (2022)

Become a Wedding Usher, responsible for directing and seating guests at a wedding ceremony.

### PT Kurnia Ciptamoda Gemilang (2023 - Present)

Being a Part-Time Sales Assistant at POMELO, responsible for accompanying and serving customers during their shopping, such as helping to mix and match their clothes, and upselling our products to the customers.

## EDUCATION

### UNIVERSITAS PANCASILA (2021 - Present)

Bachelor of Communication Sciences - GPA 3.55

## SKILLS

- Social media management
- Copywriting
- Creative thinking
- Content planning
- Campaign strategic planning
- Social media analytics

## TECHNICAL SKILLS

- Microsoft Excel
- Microsoft Word
- Power Point
- Spreadsheet
- Canva
- Capcut
- Brand24

## **CERTIFICATE**

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**Mini Bootcamp KOL Management at Digital Skola**

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**Volunteering at the Solidarity for Happiness Event by Ruang Mengabdi**

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## **PORTFOLIO**

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