

# SILVI PUSPITA DEWI

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Gresik, East Java

A fresh graduate in Communication Science from Universitas Pembangunan Nasional "Veteran" Jawa Timur that has interest in social media management and digital marketing. Has a humble personality, like to meet new people, good communicator, multitasking, and strong understanding of PUEBI. Proficient in managing social media, creative campaign, content writing, copywriting, SEO writing, article writing, content planning, graphic design, event management, branding, CSR, media relations, Meta Ads, and B2B marketing.

## Education

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### Universitas Pembangunan Nasional "Veteran" Jawa Timur - Surabaya

Jul 2020 - Jul 2024

*Bachelor of Communication Science, 3.80/4.00*

- Graduated with Cum Laude predicate.

## Work Experience

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### Tirto.id - Work from Anywhere

Feb 2023 - Jul 2023

*Intern as Redaction Staff*

Verified cyber media by Dewan Pers.

- Wrote 53 profile articles of Regional Heads in Indonesia for Pemilu 2024 content.
- Wrote 8 Supplement Content articles and took 7 journalistic photographies.
- Built out the data about SNPMB 2023 and Ramadan in Spreadsheet.

## Organizational Experiences

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### UPN Televisi Jatim - Surabaya

Mar 2022 - Feb 2023

*External Public Relations Division*

The television laboratory for communication student of UPN "Veteran" Jawa Timur.

- Edited and designed 38 contents to upload in Instagram and TikTok account of UPN Televisi Jatim.
- Admin and copywriter at Twitter/X account @upntv\_jatim that reached more than 100 new followers.
- Produced news reports and 4 program productions to upload in YouTube of UPN Televisi Jatim.
- Organized 3 events of UPN Televisi Jatim namely NECESSARY 2022, TRAVERSE 2022, and ORBIT 2023.

### Himpunan Mahasiswa Ilmu Komunikasi (HIMAKOM) - Surabaya

Feb 2021 - Jan 2022

*Advocate Department*

The student organizations at major level in UPN "Veteran" Jawa Timur.

- Advocated for aspirations and UKT appeals for more than 200 communication students.
- Helped prepare document needs, like for scholarship and UKT appeals.
- Organized 3 events of HIMAKOM namely PKKMB 2021, LKMM Pra-TD 2021, and Commversary 2021.

### UK Pers Mahasiswa Giri Taruna - Surabaya

Mar 2021 - Jan 2022

*Young Generation*

The student organizations about press at university level in UPN "Veteran" Jawa Timur.

- Learned and training as a journalist and wrote news within campus scope.
- Organized an event namely SENJA 2021 that journalistic competition for high school equivalent in Gerbangkertosusila.

## Project Experiences & Skills

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- **Freelancer** (2024): Content Planner, Copywriter, and Graphic Designer at Instagram Account @musafir.trip | Nov 2024
- **College Project** (2023): Content Planner and Graphic Designer at Instagram & TikTok Account @sade.corp | Oct - Dec 2023
- **Project** (2023): Staff of Publicity, Design, and Documentation Division | ORBIT, UPN Televisi Jatim
- **Project** (2022): Head of Publicity, Design, and Documentation Division | Media Visited to TVRI & JTV, UPN Televisi Jatim
- **Project** (2022): Staff of Public Relations Division | NECESSARY, UPN Televisi Jatim
- **College Project** (2022): Created an Instagram & TikTok Account for UMKM @waroeng\_kue with Produced Content Promotion
- **College Project** (2022): Organized a Public Service Event | Stop Bullying, SDN Kupang Krajan 1/604
- **Project** (2021): Staff of Sponsorship Division | SENJA, UK Pers Mahasiswa Giri Taruna
- **Project** (2021): Staff of Event Division | PKKMB, Himpunan Mahasiswa Ilmu Komunikasi (HIMAKOM)
- **HARD SKILLS**: Microsoft Office, Google Workspace, Semrush, Meta Ads, Canva, CapCut, VN, Adobe Premiere Pro, and AI Tools
- **SOFT SKILLS**: Teamwork, Creative Thinking, Detail Oriented, Knowing Trend, Problem Solving, Negotiation, and Adaptation