

ANITA MARGARETH D. SILALAHI

Undergraduate Student of Information Technology

CONTACT ME

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PROFILE ME

I am a passionate technology information student with a strong interest in social media marketing and a commitment to continuous learning. Currently, I am a Social Media Specialist Intern at Rakamin, where I contribute to content strategy, engagement analysis, and digital branding initiatives. Additionally, I serve as a Social Media Specialist at the social organization IFL Chapter Malang, managing online campaigns to raise awareness and drive community engagement. Skilled in content creation, analytics, and campaign management, I specialize in optimizing social media performance and crafting impactful digital narratives. My academic and project experiences have also developed my creativity, adaptability, and data-driven approach, enabling me to effectively engage audiences and drive brand growth.

EDUCATION

Aug 2022 - May 2026 (Expected)

Information Technology

Brawijaya University - Malang, Indonesia

CGPA 3.84/4.0

ACHIEVEMENTS

- Awardee of the CIMB Niaga Scholarship for the 2024-2026 period
- Former Data Scientist Intern in Home Credit Indonesia

EXPERIENCE

HUMAN RESOURCE DEVELOPMENT - KBMDSI 2023

2023

- Oversaw member recruitment, ensuring a diverse and skilled team.
- Developed and implemented training programs to enhance member skills.
- Established personal development initiatives to foster individual growth.
- Contributed to strengthening the organization by enhancing team effectiveness.

HEAD OF THE PUBLIC RELATIONS DIVISION - DIES NATALIS DSI 2023

2023

- Led the Public Relations Division, overseeing all communication strategies for the anniversary event.
- Developed and executed media relations plans to enhance event visibility.
- Coordinated event promotions to generate excitement and engagement among the audience.

DEPUTY HEAD OF THE PUBLIC RELATIONS DIVISION - DYNAMIC 2023

2023

- Strategically managed communication efforts to align with event objectives.
- Oversaw media relations to enhance coverage and public interest in the event.
- Coordinated event promotions to maximize attendance and engagement.
- Enhanced public engagement through targeted communication strategies.

DEPUTY HEAD OF THE EVENT DIVISION - LKMM TD DSI 2023

2023

- Assisted in the efficient planning and organization of various events.
- Contributed to the execution of events, ensuring all aspects were well-coordinated.
- Collaborated with team members to enhance logistical efficiency and creativity.
- Developed innovative ideas to improve event experiences for participants.

SOCIAL MEDIA SPECIALIST - IFL CHAPTER MALANG 2024

2024 - Present

- Develop and implement effective social media strategies to enhance the organization's online presence focused on the Sustainable Development Goals (SDGs).
- Create engaging content that reflects IFL's vision and mission, aimed at empowering youth for social change.
- Manage various social media platforms to maximize outreach and impact of our messaging.
- Analyze performance metrics to optimize outreach efforts and improve engagement rates.

SKILLS

SOFT SKILLS

- Leadership
- Problem Solving

HARD SKILLS

- Communication
- Time Management
- Content Creation & Design
- Copywriting
- Social Media Analytics
- Platform Expertise