

FARID ALI YAFI

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SUMMARY

I am a 7th semester student majoring in Communication at UIN Sunan Ampel Surabaya who has a career interest in digital marketing, public relations and broadcasting. Has internship experience in the field of digital marketing (strategic social media, content writer, and marketing copywriter), one of which is at PT. Talenta Sinergi Group Eduwork, PT. Linguo Edu Indonesia, PT. Zona Media Pembaru ZonaEBT, and community relations internship at Pemerintah Provinsi Jawa Timur.

EDUCATIONAL BACKGROUND

Universitas Islam Negeri Sunan Ampel Surabaya – Surabaya, Jawa Timur

Sept 2021 – Present

S1 Islamic Communication and Broadcasting

- Reach IPK 3,87/4.00
- Relevant Courses: Public Relation, Creative Writing, Entrepreneurship Communication, and Presentation and Negotiation Techniques, Event Organizer, and Communication Psychology
- Achievement: Resilient Youth Scholarship Awardee for the Department of Culture, Youth and Sports and Tourism (DISBUDPORAPAR) of Surabaya City
- Activities: Assistant manager of scientific journals for the Faculty of Da'wah and Communication, article manager for the social media website of the Faculty of Da'wah and Communication, Mentor of Sinau Bareng at Dinas Pendidikan (DISPENDIK) of Surabaya city 2023, and Research and Development staff of Ikatan Qari' & Qari'ah Mahasiswa UIN Sunan Ampel 2023.

PROFESSIONAL EXPERIENCE

Lindungi Hutan – Semarang, Jawa Barat

Aug 2024 – Nov 2024

SEO Content Writer Internship

- Create and manage various types of short content (blog articles and social media content) as many as 2 briefs in one week and create an ebook on protecting forests
- Conduct in-depth research on the topic to be written about in each article, both through primary and secondary sources, and apply on-page SEO techniques such as keyword optimization, meta descriptions and article structure.
- Successfully produced a number of quality articles every month according to the target with a total of 12 articles by increasing company website traffic by 80% every month

Biro Administrasi Pimpinan Pemerintah Provinsi Jawa Timur – Surabaya, Jawa Timur

Jan 2024 – April 2024

Public Relation Internship

- Organize and conduct press conferences to convey important information to the mass media
- Manage social media accounts (Instagram and Tiktok) of East Java provincial government institutions to interact with the public, disseminate information and build engagement.
- Make a press release of every activity participated in by the governor of East Java
- Successfully documented all activities of the Governor of East Java

PT. Talenta Sinergi Group Eduwork – Yogyakarta, Jawa Tengah

Mar 2024 – Jun 2024

Social Media Strategist Internship

- Create and manage various types of marketing content (social media content briefs, captions, email marketing) resulting in an 80% increase in engagement with the target audience.
- Responsible for all marketing needs through writing by developing creative ideas and writing concepts using copywriting formulas techniques and producing 24 content creative and persuasive social media content summaries for various platforms, company social media (Instagram and LinkedIn)
- Collaborate with the creative design team in applying attractive design features to align with the content brief, and produce content that creates a high engagement rate on social media.

Jaditau.ed – Yogyakarta, Jawa Tengah

Apr 2024 – Jun 2024

Social Media Specialist Internship

- Create and manage various types of marketing content (creating brief content and captions) which results in increased engagement with the target audience by 80% every month
- Successfully created 24 content briefs for the company's social media needs
- Collaborate with the creative design team in applying attractive design features to align with the content brief, and produce content that creates a high engagement rate on social media.

Conshub Foundation – Jakarta, Jawa Barat

Feb 2024 – Jun 2024

Media & Creative Copywriter Marketing Internship

- Successfully managed content briefs for the company's social media (Instagram, Twitter and LinkedIn) and achieved increased engagement with the target audience by 75% on each social media.
- Successfully obtained the best internship title during the intern period in the growth marketing division
- Responsible for all marketing needs through writing by developing creative ideas and writing concepts and producing 48 content creative and persuasive social media content brief texts for various platforms, company social media including advertising, websites, social media and other marketing materials.
- Collaborate with the creative design team in applying attractive design features to align with the content brief, and produce content that creates a high engagement rate on social media.

PT. Linguo Edu Indonesia (Linguo.id) – Bandung, Jawa Barat

Nov 2023 – Feb 2024

Creative Writer Internship

- Successfully managed content briefs for the company's social media (Instagram, Quora, and Blog Articles) and achieved an increase in engagement with the target audience of 75% on each social media.
- Responsible for all marketing needs through writing by developing creative ideas and writing concepts and producing 28 creative and persuasive social media content briefs for various platforms, company social media including advertising, websites, social media and other marketing materials.
- Process short content writing using Google, Twitter, TikTok trend analysis tools, and copywriting formulas such as AIDA, PAS, FAB, and CTA to produce good quality and persuasive content for listeners.

PT. Zona Media Pembaru ZonaEBT – Jakarta, Jawa Barat

Jan 2024 – Apr 2024

Content Writer Internship

- Created and managed various kinds of brief content (blog articles and social media content) resulting in increased social media performance with audience engagement of 80%
- Successfully wrote an article that passed and was published on the Good News Form Indonesia – Makin Tahu Indonesia (GNFI) page
- Conduct in-depth research on the topic to be written about in each article, both through primary and secondary sources, and apply on-page SEO techniques such as keyword optimization, meta descriptions and article structure.
- Successfully produced a number of quality articles every month according to the target with a total of 12 articles by increasing company website traffic by 75% every month

Pawonjani Catering – Surabaya, Jawa Timur

Jun 2023 – Sept 2023

Video Editor Internship

- Successfully processing various RAW videos for social media needs, 48 finished videos for one month and producing the highest engagement rate of 20,000 viewers, 3 comment, and 12 share. And successfully increased the social media engagement rate by 80% every month during the internship period.
- Successfully won the award as the best internship employee during the internship period.
- Collaborate with the production and marketing teams on the video brief and produce videos with the best editing and good quality.

Kompas TV Jawa Timur – Surabaya, Jawa Timur

Mar 2023 – Apr 2023

Production Team Cameraman Internship

- Successfully visualizing the concept of camera angles that will be taken during program production so as to produce good quality program video results perform lighting location analysis and visual creativity
- Collaborated actively and creatively with the director and creative team to create a strong visual experience on the video concept production.
- Operated Camcorder camera equipment with expertise, ensure optimal lighting, ensure stable ceramonic audio recording and obtain images that are aesthetic and in line with the project vision.
- Successfully edited 30 episodes in a month, editing the production footage using Adobe Premiere application skills, cutting, arranging, combining visual elements, providing non-copyright video background. And can produce good and perfect quality videos.

PT. Rise Lanskap Hortikultura (OKE Garden) – Depok, Jawa Barat

Dec 2021 – Apr 2022

Video Editor Internship

- Successfully edited a video based on the company's content pillars using Adobe Premiere and Canva with the highest insight of 221 thousand viewers, 603 comments and 1,692 shares
- Successfully completed the task as a video editor during the internship period, with a total of 42 Instagram video reels with the highest engagement rate of 224 viewers, 6 YouTube videos, and 14 YouTube Short Videos with good quality results and getting high insight.
- Collaborated actively and creatively with the creative team to create a strong visual experience on the video concept production.
- Created interesting visual editing needs such as video bumpers, titles and visual effects using Adobe Premiere to produce interesting and creative videos

PT. Rumah Halal Nusantara X Priorads – Surabaya, Jawa Timur

Dec 2021 – Apr 2022

Content Creator Full Time

- Generate 15 content ideas every month that are innovative and interesting from the beginning of script preparation to the post-production stage of content in the form of content reels, YouTube and other company content campaigns.
- Collaborate with marketing, design and creative teams to ensure alignment of marketing messages and objectives
- Successfully increased social media engagement rates by 70% on Instagram by creating creative content in the form of Instagram reels, TikTok and YouTube videos

ORGANIZATIONAL EXPERIENCE

Study Program Student Association (HMP) KPI – UIN Sunan Ampel Surabaya, Jawa Timur

Aug 2022 – Jun 2023

Staff Department of Communication and Information (Kominfo)

- Build and implement a social media strategy by creating content planning every month by monitoring performance through spreadsheets, thereby producing consistent, neat and systematic content. Successfully created weekly and monthly content planners for publications
- Manage content production, including images, videos and writing to high quality standards, and produce engaging and relevant content to increase audience engagement.
- Provide regular reports on social media performance to the relevant team as a social media evaluation, and produce progress and content improvements every month by achieving an engagement rate of 75% every month.

Lembaga Pers Mahasiswa (LPM) Ara Aita – UIN Sunan Ampel Surabaya, Jawa Timur

May 2023 – Dec 2023

Editor in Chief

- Design and implement editorial strategies that are in line with the objectives of the press institution, and produce high-quality news articles
- Supervise the editorial team and manage tasks and responsibilities ensuring each team member contributes optimally
- Led brainstorming sessions and developed editorial guidelines to ensure consistency and quality of content and resulted in the highest levels of reader traffic reaching 80% from before.

Head Program Campus Report

- Lead and coordinate the production team, including creative writers, directors, editors, and presenters.
- Maintaining high quality standards throughout production, including revisions and editing, so as to produce the highest audience achievement on YouTube live streaming of 2000 viewers with 150 comments.
- Collaborate with the creative team to develop innovative content concepts to produce content that is trendy and out of the box.

SKILLS & INTERESTS

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|---------------------------|---|
| • Technical Skills | Copywriting, SEO writer, social media analytics, editing skills, all tools google workspace, digital marketing strategy, analyst trend. |
| • Soft-skills | Leadership spirit, decision making skills, good time management, good communication and public speaking, and good problem solving. |
| • Indonesian | Fluent |
| • English | Enough |
| • Interests | Digital marketing, social media specialist, SEO copywriting, content writer and video editor |