

# DINARAN DINA RAHMAWATI

Purwokerto, Central Java | [+6285772674439](tel:+6285772674439) | [dinarandrachma@gmail.com](mailto:dinarandrachma@gmail.com) | [linkedin](#) | [portfolio](#)

Hello! I am a motivated student with a keen interest for social media management and creative writing. Experienced in graphic design using Canva and Photoshop, writing engaging copy for various platforms, and optimized content strategies. I aspire to excel as a Social Media Specialist and Copywriter.

## EDUCATION

**UNIVERSITAS JENDERAL SOEDIRMAN** - Central Java

**Aug 2022 – Present**

*S-1, Indonesian Literature*

- CGPA: 3.82/4.00
- Relevant coursework: Journalism, Creative Writing, Script Editing, Translation.

**UNIVERSITAS HASANUDDIN** - South Sulawesi

**Feb 2024 – Jun 2024**

*Non-degree (Student Exchange), Indonesian Literature*

- CGPA: 4.00/4.00
- Relevant coursework: Sociolinguistics, Rhetoric, Vocabulary Development, Indonesian Pragmatics.

## SKILLS AND COMPETENCES

- **Scheduling and Content Management:** Google Workspace, Buffer, Meta Business Suite, Google Trends.
- **Content Creation:** Canva, Adobe Photoshop, CapCut.
- **Additional Skills:** Social Media Analytics, Copywriting, Creative Thinking, Attention to Detail, Communication, Problem Solving, Collaboration.

## WORKING EXPERIENCE

**KOMPASIANA**

**Jan 2025 – Present**

*Freelance Writer*

- Wrote and published articles on topics including sports, entertainment, and trip with a total 4 articles generating hundreds of views.
- Captured readers' attention with viral topics, with one of the articles reaching 236 views within a day.
- Utilized SEO techniques and engaging headlines to boost engagement.

## LEADERSHIP & ORGANIZATIONAL EXPERIENCE

**MALAM KEAKRABAN SASTRA INDONESIA (MALKASI) UNSOED** - Central Java

**Mar 2024 – Sep 2024**

*Head Coordinator, Public Relations Division*

- Increased event attendance by 20% through leading a team of 5 people to executed impactful promotional campaigns.
- Managed communication with participants (100+ participants), ensuring smooth delivery of information.
- Collaborated with 3 sponsors to boost event outreach.

**HIMPUNAN MAHASISWA SASTRA INDONESIA (HIMASASI) UNSOED** - Central Java

**Mar 2023 – Sep 2023**

*Head Coordinator, Media Communication and Information Division*

- Led a team of 5 people to executed social media strategies for events (5 events), resulting in 20% growth on Instagram in 6 months.
- Designed 20+ eye-catching visual for social media campaigns and 5 event branding materials using Canva and Photoshop.
- Developed and implemented creative social media content schedules (10+ content per week) using Google Spreadsheet and Buffer to ensure brand consistency and engagement.

[2+ others leadership & organizational experience](#)

**VOLUNTEERING EXPERIENCE**

**RAWALLANGI SOCIAL CONTRIBUTION AT BIRA BEACH** – South Sulawesi May 2024

*Event Coordinator*

- Organized an educational session for 8 vendors on effective waste management strategies.
- Created an informative education board that effectively raised environmental awareness among visitors.

**ACHIEVEMENTS, HONORS, AND CERTIFICATION**

- **Achievements (2023):** Best Staff of the Month (Mar and Sep) at Himasasi Unsoed for outstanding leadership and improving social media engagement metrics, Best Division at Frasa Unsoed for strategic communication initiatives and successful partnerships.
- **Honors (2024):** Top 50 best articles selected by GNFI.
- **Certification:** Digital Marketing Mini Course, RevoU – [View Credentials](#)

**LANGUAGES**

**Indonesia** (Native Proficiency), **English** (Limited Working Proficiency).