



HANIFAH ZAHRA CHANIAGO

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Kota Balikpapan, Kalimantan Timur

Experienced in SEO, SEM, and Social Media Management through Productzilla's Independent Study Program.

Seeking opportunities in Digital Marketing or Project Management to drive results and create meaningful impact.

Education

Universitas Pembangunan Nasional Veteran Jawa Timur - Surabaya, Indonesia

Sep 2020 - Sep 2024

Bachelor of Management, 3.88/4.00

Project Experience

Productzilla - Bandung, Indonesia

Feb 2023 - Jun 2023

Digital Marketing Independent Study (MBKM)

- As a digital marketer with a focus on the analysis, design, and implementation of SEO and SEM campaigns.
 - User Persona Development: Created user personas for Ruang Guru based on market research.
 - Content Analysis Marketing: Analyzed Telkomsel's content performance for marketing optimization.
 - Social Media Campaign: Designed a viral social media campaign for Kelaya to boost engagement.
 - Influencer Marketing: Developed KOL collaboration strategies for brand awareness.
 - Digital Marketing Campaign: Applied ABC Discovery for Kopi Kenangan's marketing campaign.
 - Google Analytics: Utilized web tracking tools to analyze users behavior, users platform, and optimize conversions.
 - Digital Marketing Strategy: Planned data-driven marketing strategies for Krisbow.

UPTPKK UPN Jatim - Surabaya, Indonesia

Mar 2022 - May 2022

Finance & Marketing

Student Creativity in the Koi Dimsum Canvas Business Model

- Developed and implemented effective marketing strategies that boosted sales of Dimsum Koi products in the market.
- Prepared and presented monthly financial reports, providing valuable insights for project performance analysis to relevant stakeholders.
- Successfully managed and monitored project expenses and revenue to stay within budget.

Volunteer Experience

HIPMI PT UPNVJT - Surabaya, Indonesia

Jun 2022 - Nov 2022

Consumption Team Member

Creativepreneur Talk "Make Your Content More Powerful"

- Planned and arranged event menus that suited participants' preferences.
- Worked closely with the team to ensure everything ran seamlessly, making the dining experience effortless and enjoyable for everyone involved.
- Organized food and beverage presentation to create an inviting display and provide a smooth, enjoyable service.
- Managed the procurement of food and beverages, making sure everything was high quality and readily available for the event.

Titiknol Scholarship - Surabaya, Indonesia

Aug 2021 -

Public Relations Team

National Volunteer Campaign - Challenges of Indonesian Education

- Designed and implemented a communication plan that successfully increased community participation in the Titiknol scholarship program.
- Managed and posted engaging content on social media platforms, significantly expanding the reach and awareness of the scholarship campaign.
- Created impactful promotional materials like posters and brochures to effectively share scholarship information with the public.
- Organized interactive informational sessions to directly engage prospective scholarship recipients, ensuring they received clear and valuable insights.

Achievement & Competency

- Certificate** (2025): Basic Accounting MySkill
- Certificate** (2023): Completed Mini Class in Digital Marketing from Revo U
- Achievements:** Recipient of KALTIM TUNTAS Scholarship (2022-2024)
- Software & Tool:** Microsoft Office, Notion, Google Workspace, Google Analytic, SEO Quake, Canva, Odoo, SPSS, SMART PLS
- Language:** Indonesia (native) & English (professional)