

BRIYAN BAGASKARA

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Semarang | 45777

Student majoring in Public Relations at Diponegoro University (GPA 3.80). Have direct experience in Multi-Stakeholder Communication, Developing Media Relations Strategies, and Formulating Effective Communication Methods. In addition, I have strong interpersonal skills such as Public Speaking, Teamwork, Negotiation, Leadership, and Problem Solving. I utilize my Public Speaking skills and experience by contributing to events as an MC and Moderator. Currently want to continue the development of Multi-Stakeholder Management, Partnership Management, and Digital Marketing in the future.

Education Level

Universitas Diponegoro – Semarang

Aug 2021 - Present

Information and Public Relations : 3.80/4.00

- Relevant courses : Advetorial Public Relation, Manajemen Konflik, Manajemen Multimedia, Public Speaking, Public Relations Entertainment Industry, Produksi Company Profile, Pemasaran Public Relations Digital.
- Certificates: Certified Digital Retail - Badan Nasional Sertifikasi Profesi (2024) and Certified Marketing Communication Specialist - Badan Nasional Sertifikasi Profesi (2023).

Work Experiences

RedDoorz (MSIB Batch 7) - Jakarta

Sep - Dec 2024

Partnership and Marketing

- Responsible for creating presentation decks for cooperation with partners, in collaboration with the creative team
- Responsible for contacting and establishing cooperation with 4 partners, successfully increasing KPI'S Partnership by 4%.
- Successfully completed admin tasks such as entering invoices and booking rooms, with a success rate of more than 50% of Admin KPI'S

UMKM Hebat - Yogyakarta

Jun - Sep 2024

Partnership Specialist

- Successfully secured over 18 speakers for the UMKM Hebat Class, resulting in diverse and insightfull learning experiences for participants, contributing to a 20% increase in course satisfaction ratings.
- Responsible for moderating class video shoots, ensuring smooth and professional delivery of content, which enhanced the production quality and increased video engagement by 15%.
- Assisted in the planning and creation of over 18 digital certificates, ensuring timely distribution and maintaining a 100% accuracy rate in participant data, which led to a 10% boost in participant satisfaction.

Kementerian PUPR (MSIB Batch 6) - Semarang

Feb - Jun 2024

External Communication

- Successfully created 10 Infographic Designs about information services at the Kementerian PUPR, which increased awareness and engagement on offical platforms by 25%.
- Achieved 1.000+ views on Tiktok for the "Penerimaan Mahasiswa Baru (PMB)" promotion at Politeknik Semarang, contributing to a 10% increase in inquiries from prospective students.
- Developed 15 content pieces for the offical Instagram and Tiktok accounts of the Ministry of PUPR, increasing social media engagement by 20% and reaching over 5.000 accounts.
- Served as MC for every Semarang Polytechnic event, both online and offline, ensuring smooth event flow and maintaining high attendee satisfaction, with positive feedback from 95% of participants.

Growth Hub - Tangerang

Nov 2023 - May 2024

Head of Public Relations

- Led and secured 15 BEM representatives from across Indonesian to collaborate with Growth Hub, contributing to a 30% increase in student involvement and engagement.
- Assisted and successfully secured 20 media partners for the promotion and publication of Growth Hub events, resulting in a 40% boost in event visibility and a 25% increase in participant registration.
- Featured as a talent for the Public Relations division's promotional videos on Instagram and Tiktok, which garnered over 2.000 views and helped increase brand awareness by 15%.
- Succesfully collaborated with 8 Indonesian Student Assosiations (PPI) from the Middle East, Asian, and Africa, expanding the network's global presence, and leading to a 20% increase in international's student participation.

Reallation - Surabaya

Oct - Jan 2023

Associate Public Relations

- Managed social media optimization, succesfully achieving a 20% increase in engagement rate over a 3-month period by implementing data driven strategies and creative content.
- Partnered with 5 media outlets to collaborate with Reallation, which led to a 15% growth in follower base and expanded brand visibility

across key platforms.

- Handled and responded to every incoming message on Instagram for a Reallation, maintaining a 100% response rate and improving customer interaction and satisfaction.
- Developed and finalized 16 engaging captions and designed visually appealing materials for social media, contributing to a 25% increase in content interaction.

Organization and Leadership Experiences

Generasi Bank Indonesia - Semarang

Oct 2024 - Present

Vice Chairman of Public Relations

- Promoted Genbi programs for new students, resulting in a 15% increase in new student engagement and program awareness.
- Created 10 creative content pieces on Tiktok and Instagram, sharing tips and tricks for students, which led to a 20% growth in followers and increased content reach by 30%
- Managed Instagram and Tiktok accounts for Genbi Semarang on a weekly basis, ensuring consistent content delivery and increasing audience engagement by 25%

Team 2 KKN Undip (Kuliah Kerja Nyata) Undip – Magelang

Jul - Aug 2024

Team Leader

- Successfully created a total of 18 excellent work programs with the team.
- Successfully published each work program to the “Jakarta Post” website with more than 50+ visits.

Lembaga Pers Mahasiswa Cakrawala Undip – Semarang

Jun - May 2024

Partnership Staff

- Successfully moderated a collaborative event between Cakrawala and Kinetika Undip, ensuring smooth discussions and enhancing participant engagement, which received positive feedback from over 90% of attendees.
- Represented as a delegate for the Semarang Student Press Forum, selected from 15 groups, contributing to knowledge sharing and networking among student press communities.
- Collaborated with the social media team to create creative daily content, resulting in a 25% increase in social media engagement and consistent audience growth across platforms/

Insani Undip – Semarang

Feb - Dec 2023

Head of Internal Public Relations

- Served as Chairman of the "LokaKarya" program, coordinating the involvement of 12 Undip faculties, resulting in successful collaboration and a 95% satisfaction rate from participants.
- Acted as MC for the "Anjangsana" program with Unair, engaging over 100 participants and ensuring smooth event execution, which received high praise for event organization.
- Worked as Public Relations staff for the "MTQM Undip" event, successfully collaborating with over 20 schools in Semarang, leading to increased participation and a 30% boost in event visibility.

BEM Sekolah Vokasi Kesma – Semarang

Jul - Dec 2022

External Communication Staff

- Created a scholarship information group on Line, consisting of over 300 Undip Vocational School students, which improved access to scholarship opportunities and increased student awareness by 40%
- Served as event staff for the Vocational Schools Career event, attended by 15+ private companies, contributing to successful networking opportunities for students and employers.
- Developed 15 Instagram content pieces (posts and reels) providing information on private and government scholarships, resulting in a 25% increase in engagement and higher scholarship application rates among followers.

Achievements

- **Achievements** (2024): Selected as a Bank Indonesia Scholarship recipient from more than 300+ participants.
- **Achievements** (2024): Selected as a Karir Lab Scholarship recipient Batch 6 from more than 200+ participants.
- **Achievements** (2024): Selected as the best intern from the Public Relations division at Growth Hub batch 6.
- **Achievements** (2023): Selected for Paragon Instarter Exhibition Brand Ambassador event of 100 people.
- **Achievements** (2022): Best group discussion Summer Aiesec Future Leaders out of 10 groups.

Skills

- **Soft Skills:** Interpersonal Communication, Cost Functional Team Leadership, Strategic Negotiations, Collaborative Problem Solving.
- **Hard Skills:** Microsoft Office (Word, Excel, Powerpoint), Editing Tools (Canva, Capcut, Lightroom), Google Workspace (Docs, Sheets).
- **Language:** Indonesian (Native) & English (Active)