

RESA ARYANTI

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I am currently enrolled in the sixth semester of my undergraduate degree in Political Science. I have gained valuable experience through internships in various fields, including design, marketing, administration, and social and humanities. I have a particular interest in digital marketing, graphic design, copywriting, and social issues. My previous experience has equipped me with the necessary skills to communicate effectively, with integrity, and work collaboratively.

EDUCATION

UNIVERSITAS SILIWANGI

Agu 2022

Political Science

- IPK 3.79 out of 4.00
- In the entrepreneurship course, I have acquired the knowledge and skills necessary to develop and market product brands to consumers.
- In the political marketing course, I have learned that the formation of public opinion about our products is of great importance.

SMKN 2 BANDUNG

Jun 2019 – Jun 2022

Multimedia

- I acquired expertise in graphic design, photo or video editing, animation, and entrepreneurship.
- In fulfillment of a school assignment, I have created a short film project.
- As a culminating exercise in my studies, I have created a video advertisement for Seblak products.

WORK EXPERIENCE

SOCIAL MEDIA SPECIALIST

Aug 2024 – Dec 2024

Natural Aceh & FKM BKA YWU

- Designed and implemented effective strategies to increase audience engagement and enhance account attractiveness.
- Created visually appealing content by considering key aspects such as layout, color, and messaging to capture audience interest.
- Produced various types of content, including images, videos, and informative posts, to maintain an active social media presence.
- Monitored audience interactions and responded to comments to build a stronger online community.
- Generated 50 posts related to Natural Aceh, including images and videos, for the Natural Aceh account and 40 posts for the FKM account.

COMMUNITY SERVICE STAFF

Jun 2023 – Jul 2023

Padasuka (Government)

- The dissemination of information to the public regarding the requisite elements that must be included in letters intended for the community.
- I input data on individuals who wish to register for social assistance.
- Organizing the library belonging to the Padasuka sub-district to take part in competitions between sub-districts in Bandung City.

DIGITAL MARKETING

Mar 2022 – Jun 2022

CV.AA

- Formulate content ideas for social media posts.
- Carrying out brand awareness to get new consumers by increasing posts on online media such as Facebook, Instagram, Shopee and YouTube.
- Made posts in the form of product images and videos totaling 53. 42 in the form of images posted via Instagram, Facebook and Shopee. 11 product review videos posted via YouTube and Tiktok.
- Analyze the target products and marketing strategies used by the company. My team and I have implemented the strategy of offering discounts to buyers on Facebook as a means to promote the company's products.
- Editing photos and videos to post on social media to attract more consumers to make purchases.

SELLING ONLINE

Jan 2019 – Jun 2019

Online Shop

- Create social media accounts such as Instagram, Facebook and WhatsApp as a means of marketing products.
- I disseminate information about products through online chat groups and utilize promotional incentives to attract potential consumers.
- Edit product photos to make them more attractive.
- A market analysis was conducted to identify the optimal market for the product.

ORGANIZATIONAL EXPERIENCE

MEMBER OF PPKS (PENCEGAHAN & PENANGANAN KEKERASAN SEKSUAL)

Nov 2023

Universitas Siliwangi

- As a member of the Sexual Violence Prevention Division at Universitas Siliwangi, I am responsible for implementing prevention strategies through the use of social media.
- Generate content ideas that will be utilized in Instagram posts.
- The act of taking photographs and videos while engaged in activities such as sexual violence outreach.

EDITOR

Agu 2022 – Des 2023

Gemercik Media

- The text derived from the interviews with the sources was edited. Furthermore, I undertook a process of sentence editing with the objective of ensuring that the sentences were not ambiguous and that the meaning could be conveyed effectively to the reader.
- I generate content ideas on a biweekly basis. The content ideas pertain to the knowledge of how to write and spell correctly in accordance with the standard.
- I am responsible for creating captions twice a month for social media posts. The captions are designed to be engaging, clear, and in accordance with established standards for writing and spelling.

SKILLS

- Language: Indonesian (Native), English (Basic)
- Skills: Communication, Leadership, Time Management, Creative Thinking, Creative Written, and Teamwork.
- Tools: Google Docs/Microsoft Word, Google Sheets/Microsoft Excel, Canva, Figma, Capcut, VN, and Corel Draw.