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shakirasr7@gmail.com

2025

# PORTFOLIO

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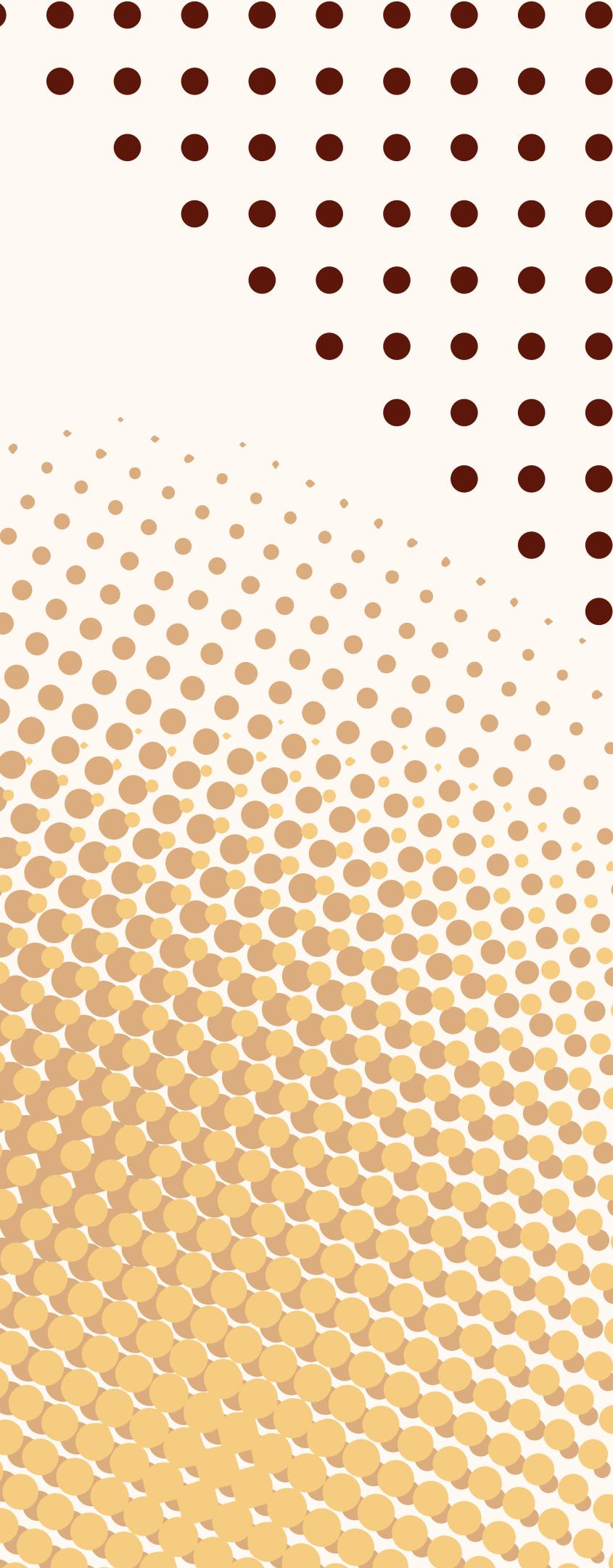
Aisyahindi Shakira Rizkillah

Office Administration & Secretary

Content Strategies

Marketing & Business Development

Project Managing





shakirasr7@gmail.com

2025

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# GET IN TOUCH WITH ME, AISYAHINDI SHAKIRA RIZKILLAH

English Language & Literature Student  
Universitas Islam Negeri Jakarta

Aisyahindi Shakira is a person who has huge interests in administration, communication, marketing, illustration & design, writing realm, and social activities. She is currently student of English Language & Literature, yet she enjoys to explore other particular skills to extend other position for duties, quickly learn and adapt in every environment. She surely have faith to annotated herself a responsibly, cooperative, and confidently could take a more of self - improvement.

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Office Administration & Secretary  
Content Strategies  
Marketing & Business Development  
Project Managing

# TOOLS



# INTERESTS SKILLS

## Interest

- Administration & Secretary Duties
- Content Strategies
- Copywriting
- Marketing & Business Development
- Negotiation & Pitching
- Public Speaking & Host Live Streaming
- Team Management

## Skill

- Administration
- Creative & Innovation
- Public Speaking
- Time Management
- Negotiation & Influence
- Team Leading & Working
- Problem Solving

# MY BACKGROUND

## Education



**Universitas Islam Negeri  
Syarif Hidayatullah Jakarta**

2021 - 2025

Accepted via SNMPTN 2021

English Language and Literature



**SMK Negeri 10 Jakarta**

2018 - 2021

Otomatisasi dan Tatakelola  
Perkantoran

## Working & Internship Experiences



**PT SOLUSI ANAK NEGERI  
(PAJAKIND)**

2024 - Present

Marketing & Business Development  
Intern



**PT BEPOP INTERNASIONAL  
INDONESIA**

2023 - OG

Marketing Host Live Streaming Staff

**PT AMZ Global Pratama**

2024

Administrative Assistant  
& Project Manager Internship



**TB LOGAM MURAH**

2024

Copywriting Internship



**PERUM PERUMNAS**

2020

Marketing Administrative Assistant



**PT WIKA REKAYASA KONSTRUKSI**

2019 - 2020

Human Capital Administrative Assistant



## Projects

### Freelancer Artist & Designer of @Brusheshas.project & @Faceby.Brushesha

On Going

- Working on any artworks commission such as traditional painting, digital illustration , technical drawing, face painting, design (infographic, poster, etc).
- Already working up to 70 commissions along 2023 - 2024.

## Organizational Experiences

### **Staff Komunikasi dan Informasi Himpunan Mahasiswa Sastra Inggris UIN Syarif Hidayatullah 2022**

### **English Literature, Linguistics & Cultural Studies Research Article Project**

2021 - On going

- **Literature Analysis**
  1. Revealing Displacement Behavioral In Short Story "The Ostrich" By Leila Aboulela (2023)
  2. Unveiling Patriarchy in Hagar Poems by Mohja Kahfs (2024)
- **Linguistics Analysis**
  3. Body Shape Standards in Brand Femme, Flimty, and WRP Advertisement "Low-Calorie Drink" : A Multimodal Analysis (2024)
- **Cultural Analysis**
  4. The Representation of "High Class Identity" Culture on Fashion Brand "Wearing Klamby" Impulsively Buying for LifeStyle (2024)

### **English Literature Department's Annual Event Crew**

#### **Pekan Olahraga Bersama Sastra Inggris**

2021 - 2022

Kominfo Staff

### **English Literature Department Festival**

2022

- Sponsorship Staff
- Master Ceremony of ELD Fest's Seminar "How To Be Global While Being Nationalist" with Lecturer, Mr. Akhmd Zaki, M.Hum

### **Events Crew**

2021 - 2022

- Assistant Supervisor at Big Bang Fest 2021 & 2022, JIexpo Kemayoran
- Assistant Supervisor at Indonesia Melukis 1000 Wajah, December 2022, Taman Mini Indonesia Indah

# HOW I WORK

## AS MARKETING & BD

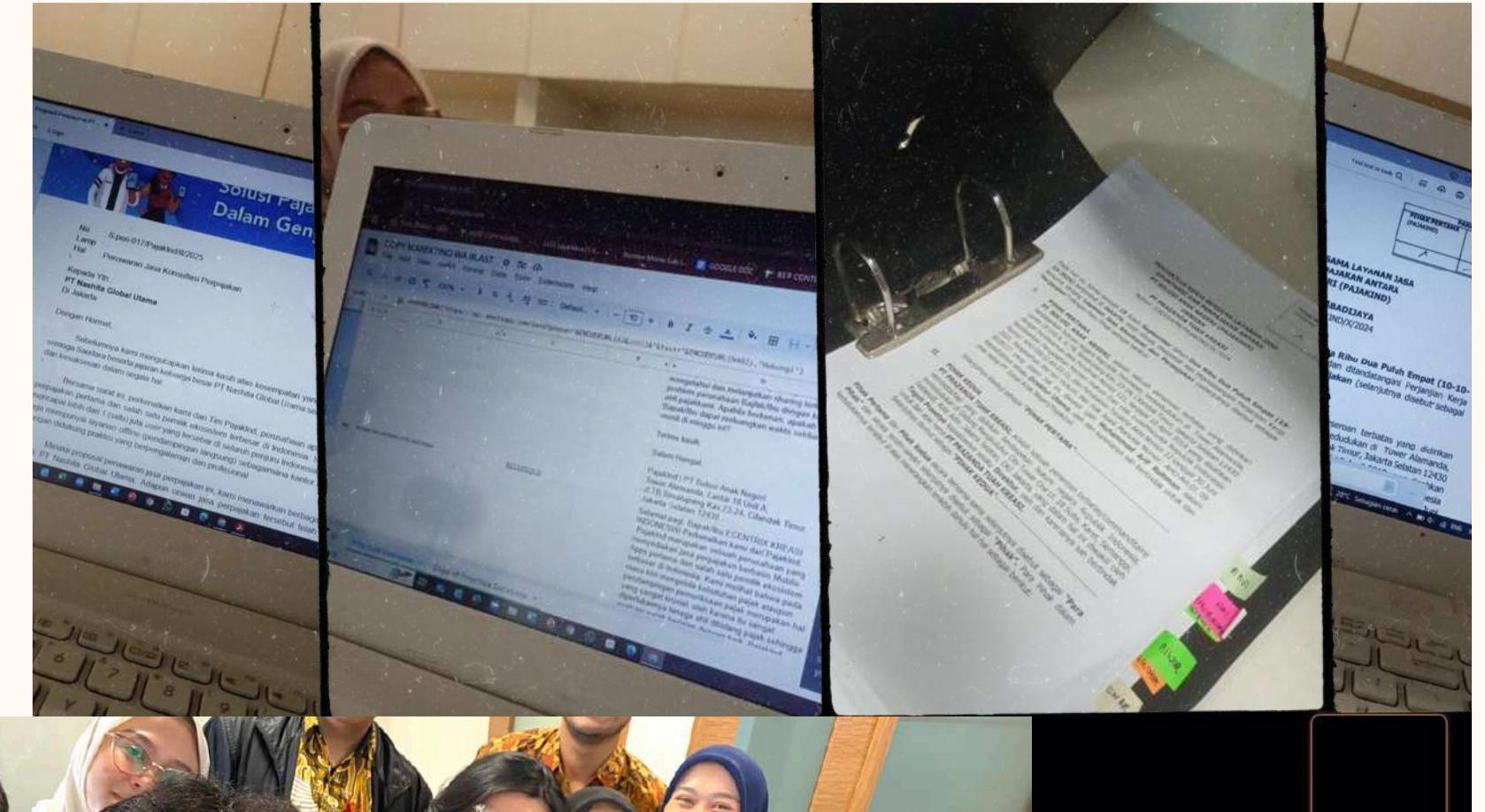
at PT Solusi Anak Negeri (PajakInd)

### Job Description

- Fostered strong relationships with clients, ensuring effective communication and tailored solutions
- Conducted regular client meetings, presentations, and negotiations to drive business growth
- Ensured timely and professional communication, resolving client queries and concerns
- Created and disseminated marketing materials, including business proposals, joint work agreements, and meeting minutes
- Managed and maintained accurate records, reports, and archival systems
- Provided actionable insights and recommendations to senior management, informing business strategy and growth initiatives



### DOCUMENTATIONS

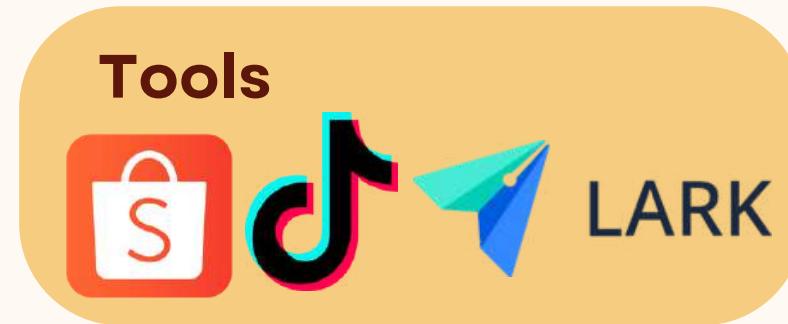


# HOW I WORK AS HOST LIVE STREAMING

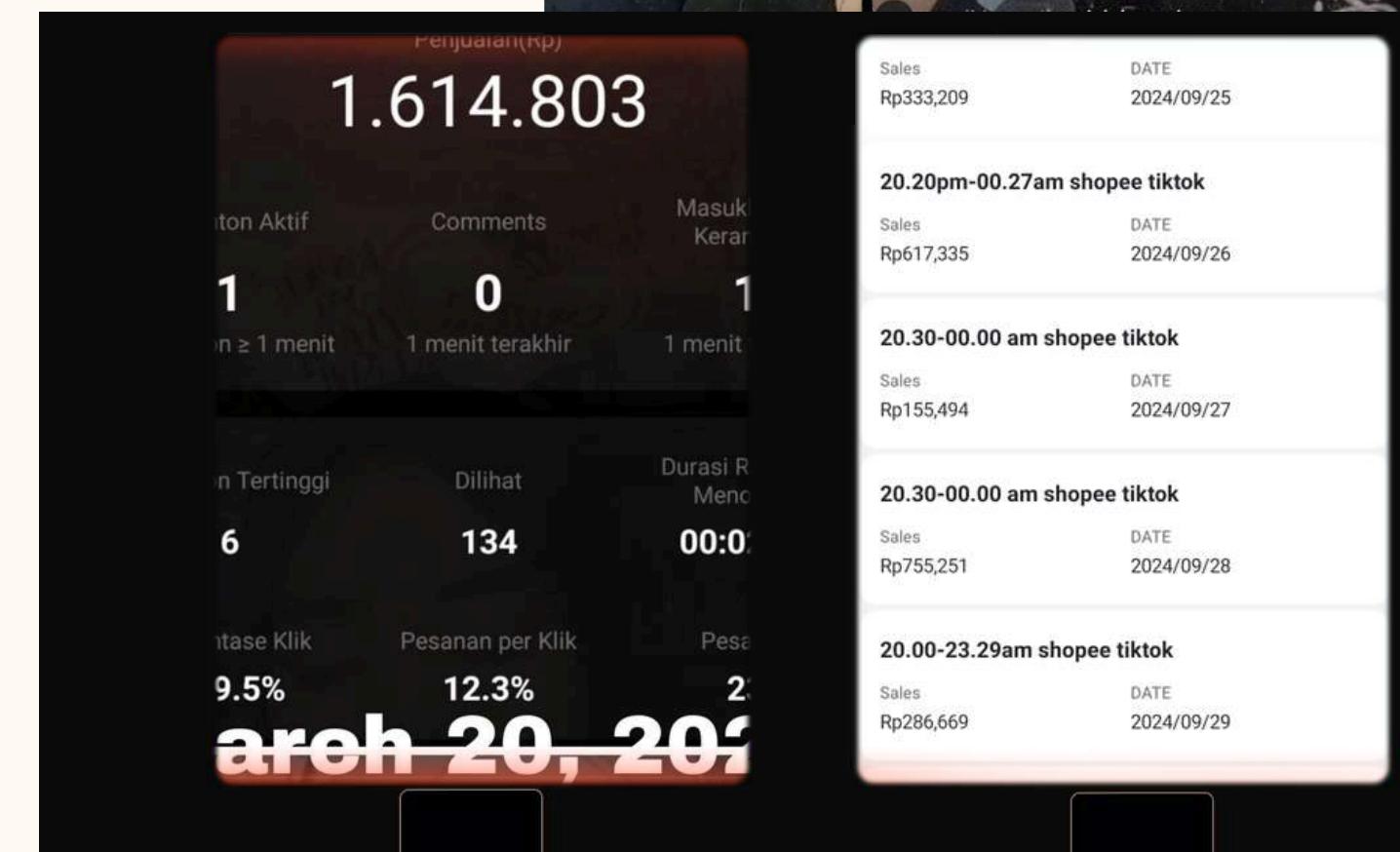
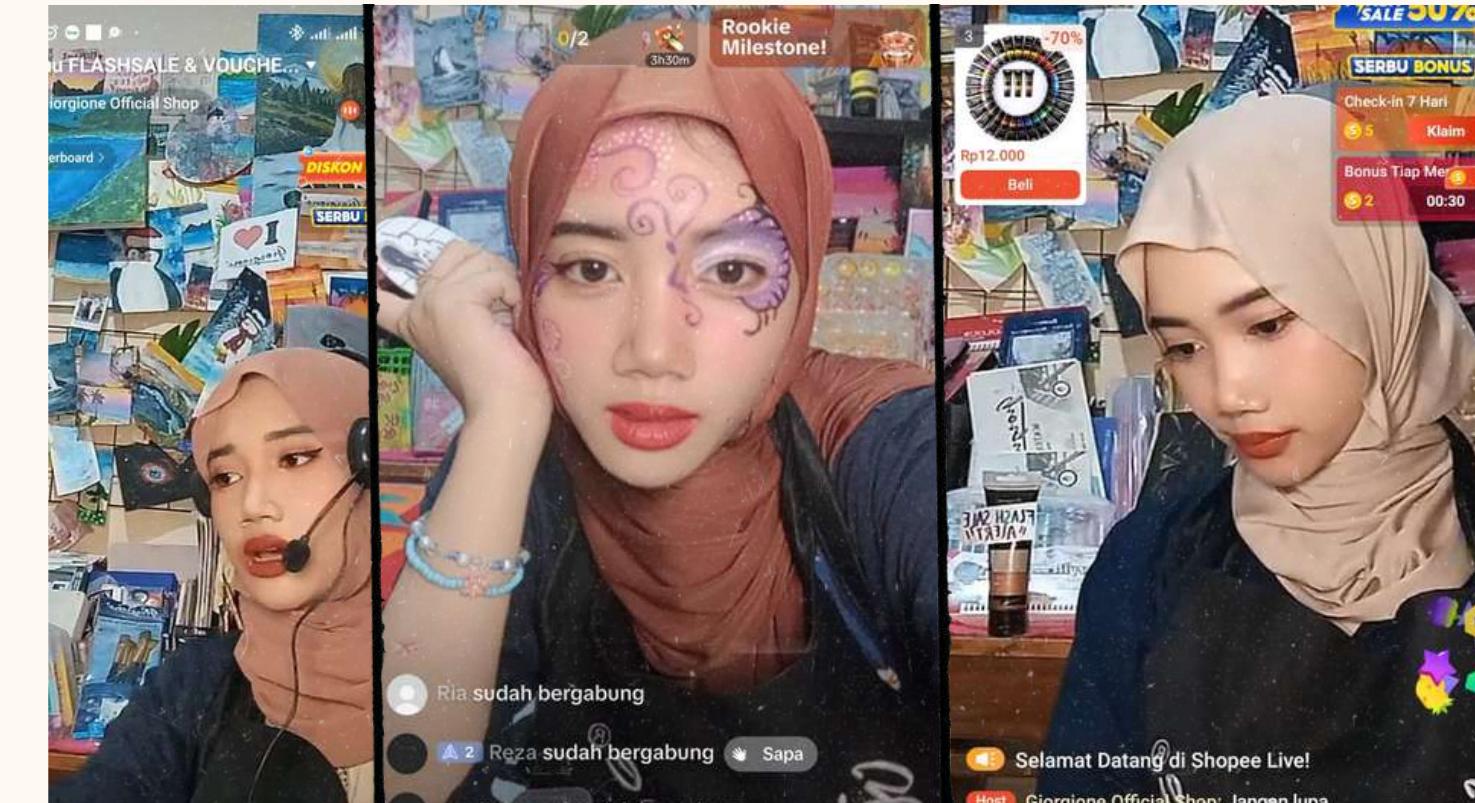
at PT Bepop International Indonesia

## Job Description

- Handling live streaming selling in Shopee & Tiktok
- Influencing, promoting & informing audiences to purchase products related
- Painting & illustration demonstration using Giorgione's Art Supplies products
- Responsible for achieving monthly sales target
- Received more than Rp. 150.000.000 sales income for a year
- Reports & evaluates daily selling income



## DOCUMENTATIONS



# HOW I WORK AS COPYWRITER

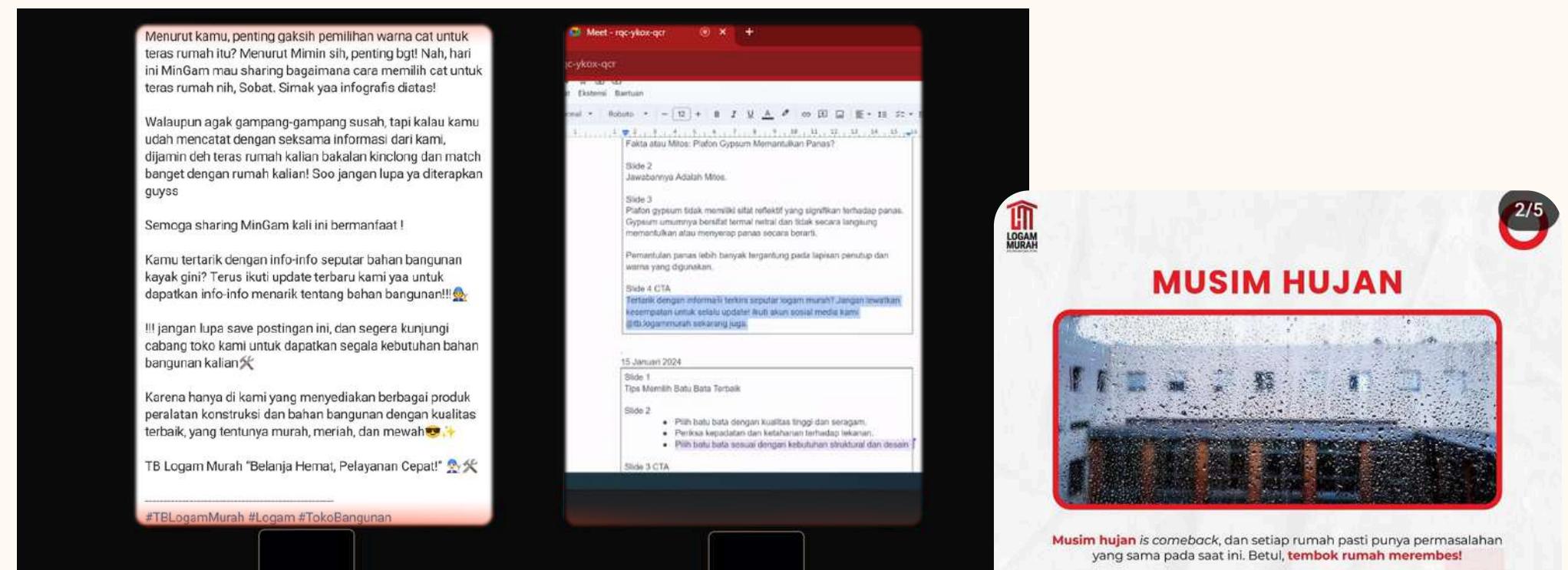
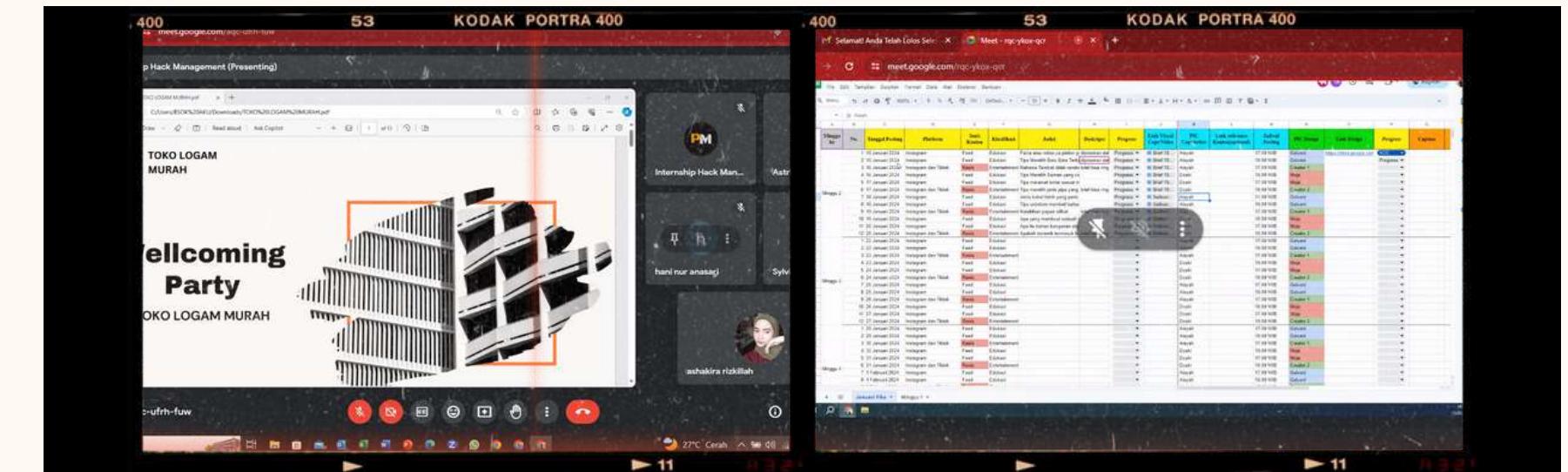
at Toko Bangunan Logam Murah

## Job Description

- Analyse the writing plan
- Manage the content writing plan
- Write, revise, and edit copywriting for content & marketing necessity
- Working the spreadsheet writing plan for copies, coordinated with social media division
- Make sure the copy ideas are reached to finally upload the contents on Instagram (infographic design copy & caption copy)



## DOCUMENTATIONS



Musim hujan is comeback, dan setiap rumah pasti punya permasalahan yang sama pada saat ini. Betul, tembok rumah merembes!

Kira-kira apa sih penyebab hal tersebut bisa terjadi?



# HOW I WORK

## AS ADMINISTRATION & PROJECT MANAGER INTERN

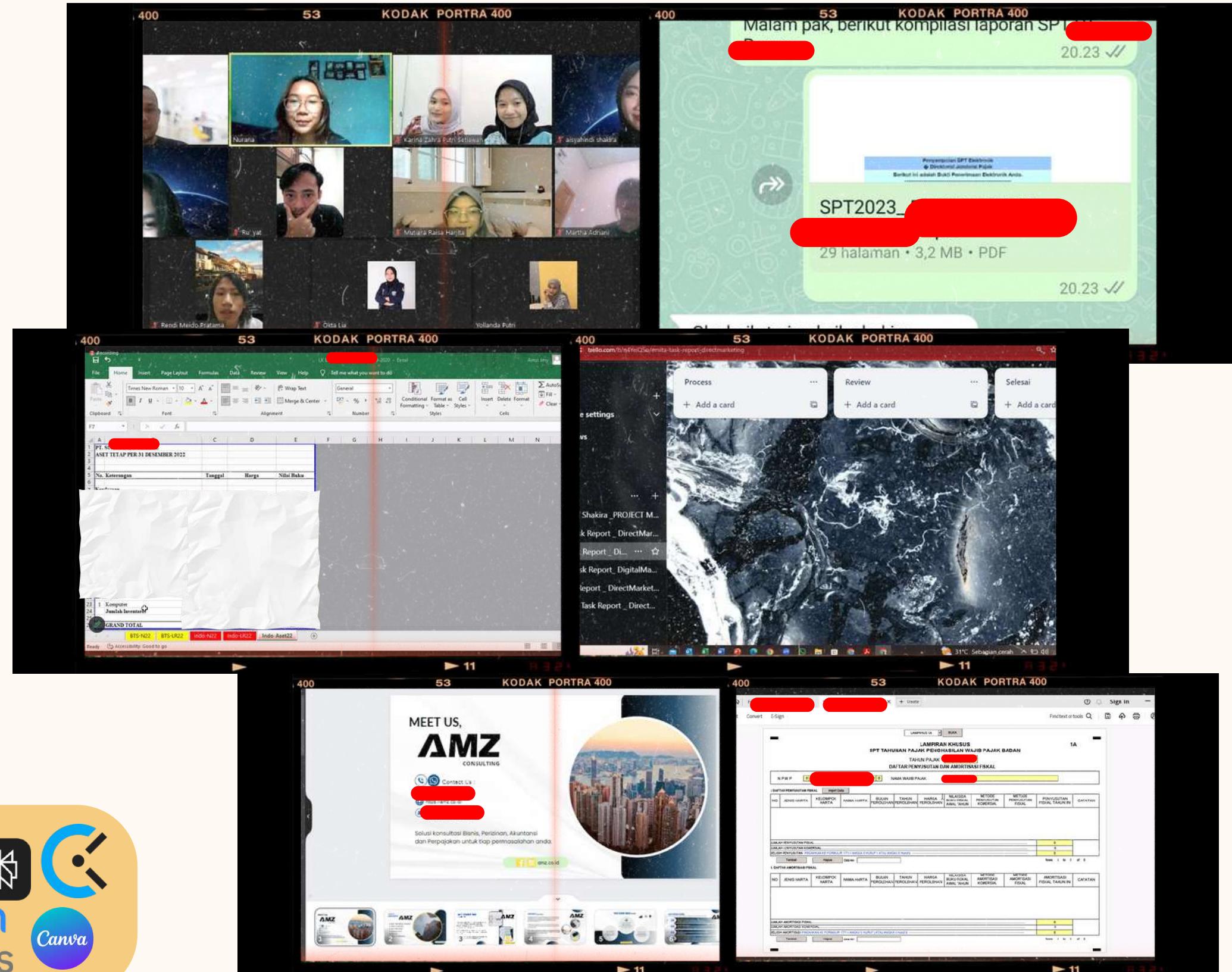
### at PT AMZ Global Pratama

#### Job Description

- Handles financial report for tax report required
- Handles annual tax report data (SPT)
- Arranges company profile for marketing and promotion required
- Handling human resources activities;
- Handling entire internship project of divisions progresses & works
- Revise & discuss content plans and copy
- Handling meeting routine & session 1 on 1 schedule
- Communicate, reminding & handle scoring for intern



#### DOCUMENTATIONS



# PROJECTS

## ARTIST AND DESIGNS

@BRUSHESHA'S PROJECT - FREELANCE

### What I do ?

- Working on any artworks commission such as traditional painting, digital illustration , technical drawing, human anatomy, face painting, design (infographic, poster, etc), video making (introduction, vlog, contents)
- Already working up to 70+ commissions along 2023 - 2024
- Dedicated to help others commiss their requisite or desire artworks

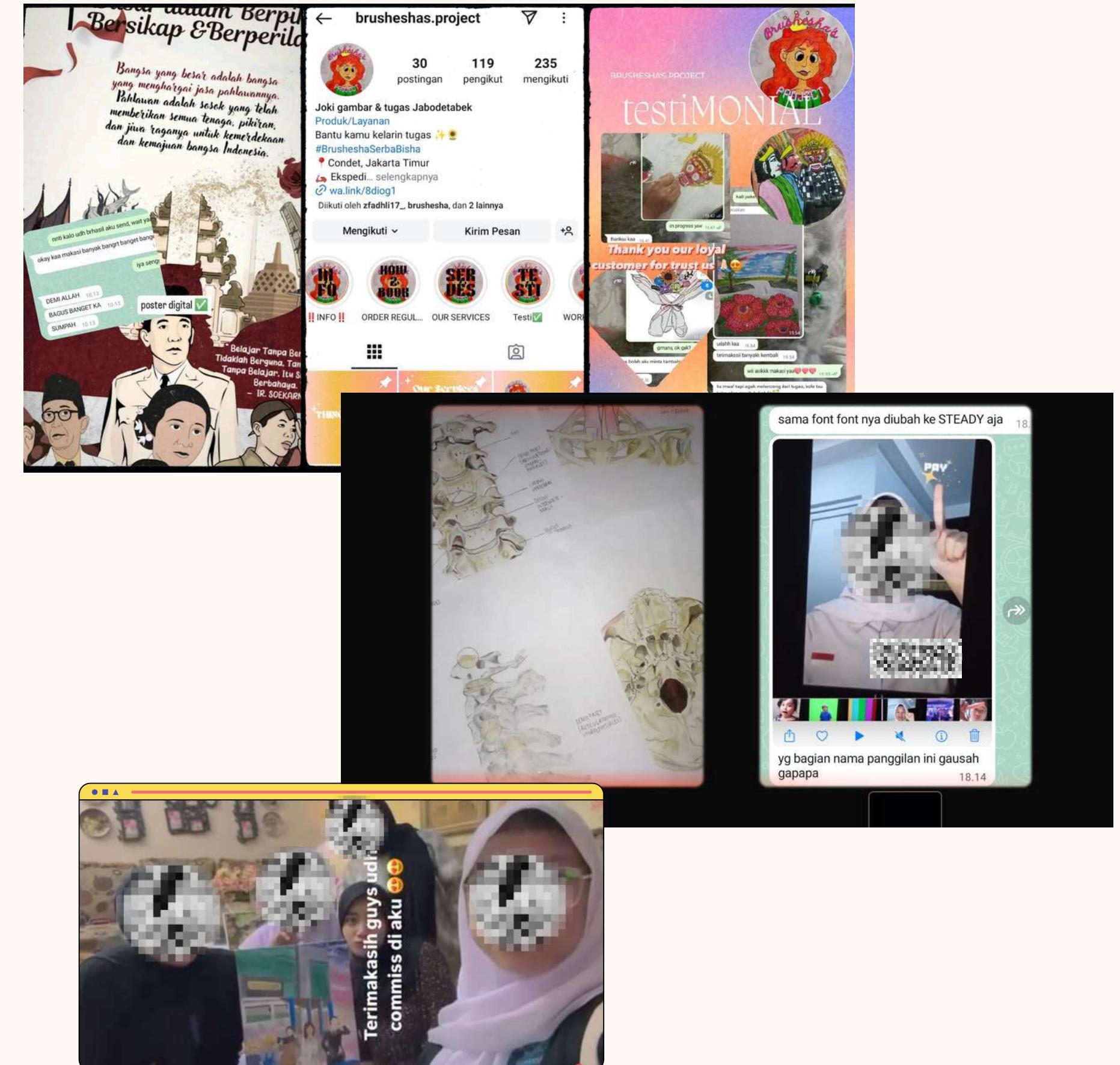
### Tools



### Platforms



## DOCUMENTATIONS



# PROJECTS

## ARTICLES FOR UNIVERSITY

### English Literature, Linguistics & Cultural Studies Research Article Project

#### A. Literature Analysis

- Revealing Displacement Behavioral In Short Story "The Ostrich" By Leila Aboulela (2023) SCORE = 85
- Unveiling Patriarchy in Hagar Poems by Mohja Kahfs (2024) SCORE = 80

#### B. Linguistics Analysis

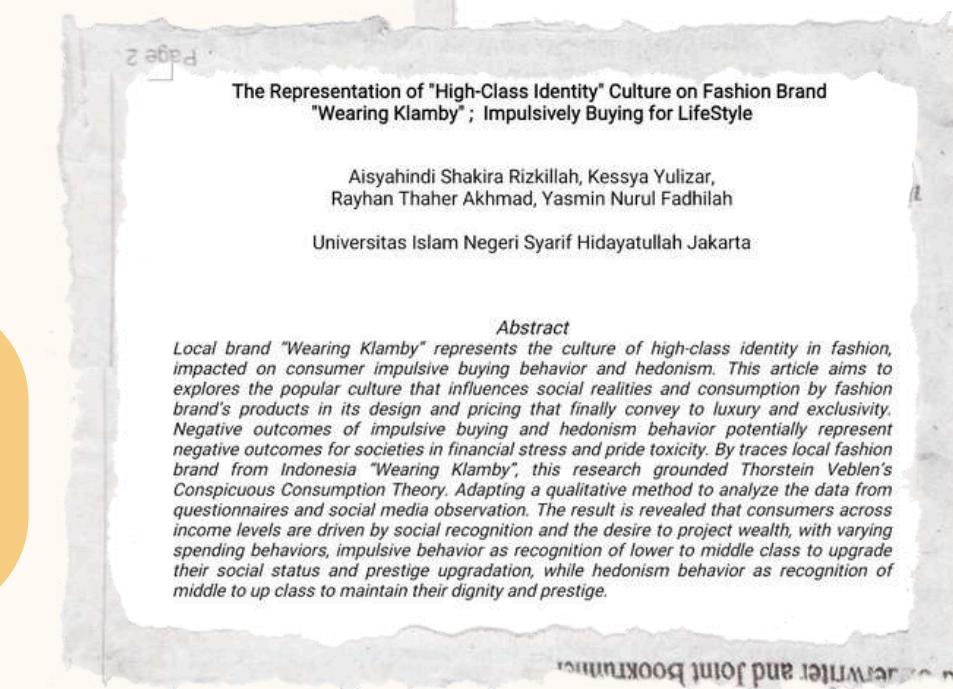
- Body Shape Standards in Brand Femme, Flimty, and WRP Advertisement "Low-Calorie Drink" : A Multimodal Analysis (2024) SCORE = 70

#### C. Cultural Analysis

- The Representation of "High Class Identity" Culture on Fashion Brand "Wearing Klamby" Impulsively Buying for LifeStyle (2024) SCORE = 86



#### DOCUMENTATIONS



**Abstract**  
Local brand "Wearing Klamby" represents the culture of high-class identity in fashion, impacted on consumer impulsive buying behavior and hedonism. This article aims to explores the popular culture that influences social realities and consumption by fashion brand's products in its design and pricing that finally convey to luxury and exclusivity. Negative outcomes of impulsive buying and hedonism behavior potentially represent negative outcomes for societies in financial stress and pride toxicity. By traces local fashion brand from Indonesia "Wearing Klamby", this research grounded Thorstein Veblen's Conspicuous Consumption Theory. Adapting a qualitative method to analyze the data from questionnaires and social media observation. The result is revealed that consumers across income levels are driven by social recognition and the desire to project wealth, with varying spending behaviors, impulsive behavior as recognition of lower to middle class to upgrade their social status and prestige upgradation, while hedonism behavior as recognition of middle to up class to maintain their dignity and prestige.

# ORGANIZATIONAL EXPERIENCES

## English Literature Department's Annual Event Crew

### Pekan Olahraga Bersama Sastra Inggris

2021 & 2022

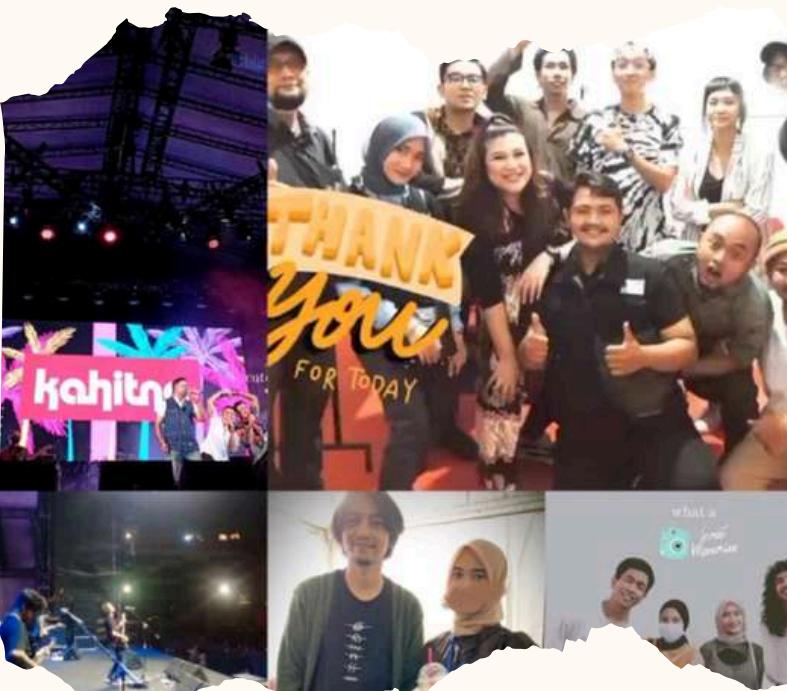
Kominfo Staff



## Events Crew

2021 - 2022

- Assistant Supervisor at Big Bang Fest 2021 & 2022, Jiexpo Kemayoran
- Assistant Supervisor at Indonesia Melukis 1000 Wajah, December 2022, Taman Mini Indonesia Indah



## English Literature Department Festival

2022

- Sponsorship Staff
- Master Ceremony of ELD Fest's Seminar "How To Be Global While Being Nationalist" with Lecturer, Mr. Akhmd Zaki, M.Hum



## Sales Representative

November 2024

SIAL Interfood Exhibition 2024, held at Jiexpo, Kemayoran.

This international event provided an exhilarating experience, exposing me to a diverse and dynamic environment.

As a premier exhibition for the food and beverage industry, SIAL Interfood attracted approximately 1,200 participants, 100 companies, and representatives from 25 countries.

The event's primary objective was to facilitate connections among F&B exhibitors, traders, and partners, fostering business growth and collaboration.



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CONNECT &  
COLLABORATE  
WITH ME



Aisyahindi Shakira R

✉ shakirasr7@gmail.com

ADMINISTRATION & MARKETING  
ENTHUSIAST



<https://www.linkedin.com/in/aisyahindi-shakira-926868227>



shakirasr7@gmail.com



@hindishakira