

ADINDA APRILIA

| adinda.aprilia02@gmail.com | www.linkedin.com/in/adindaaprilia | <https://bit.ly/portfolioAdinda>

A final-year student at University of Singaperbangsa Karawang. I've experience in community education, Learning designer for early childhood education, and social media organizer. I have communication skills, a quick learner and also eager to learn new things, and the ability to work both independently, and as part of a team. Highly interested on learning and development and social media marketing fields

Education Level

Universitas Singaperbangsa Karawang

Jun 2021 -

- Kegiatan dan masyarakat: Tutor Paket B dalam Study Excursie by Himapenmas UNSIKA

Independent Study MSIB Batch 6 Digital Marketing Corporate Innovation Asia - CIAS

Feb 2024 - Jun 2024

- Analyze Value Proposition Canvas dan Business Model Canvas UMKM Klopak.
- Implementing digital marketing and internet marketing strategies to boost visibility and appeal for UMKM products and social media presence.
- Developed content for @klopakind social media platform and marketing.
- Improving social media insights, covering aspects such as appearance, profile activity, reach, impressions, leads, and conversions.

SMAN 9 Bekasi

Jul 2018 - May 2021

Senior High School

- Members of Mading 9 BPJS
- Public Relations Explosive 3.0 Mading 9 BPJS

Work Experiences

PAUD Plamboyan 3 Karawang - Karawang

Aug 2024 - Nov 2024

Teaching Assistant

- Assist the homeroom teacher when teaching in class.
- Responsible prepared material class for teaching and handled kids for finished the worksheet.
- Responsible for documenting children's learning activities

Klopak

Feb 2024 - Jul 2024

Staff of Digital Marketing

My job involves playing the role of a digital marketer. I am responsible for reminding, coordinating and maximizing performance in mentoring UMKM with my team. Additionally, I serve as a content creator, talent, and editor for UMKM content.

- Developed and executed content strategies across email, social media, paid ads, SEO, and e commerce, driving significant growth
- Created and designed innovative and creative content for social media platforms to increase brand awareness and boost sales of standing pouch packaging products to the target audience.
- Managed Meta Ads and TikTok Ads Campaign, analyzing campaign performance and preparing reports with strategic recommendations.
- Engaging directly with customers through comments to improve brand awareness and interaction

Organisational Experience

Kawan Bestari

Mar 2024 - Aug 2024

Copywriter

- Writing content scripts and copywriting captions on educational and social issues for Instagram posts at @kawanbestari_
- Coordinating content development with the social media team for 6 months

CESA FEST 2023

Staff Publikasi Desain Dokumentasi

- Responsible for documenting activities during events
- Planning the content timeline for publication on Instagram
- Designing posters, Instagram feeds, and Instagram Story templates for event needs

Whytboard

Aug 2021 - Mar 2022

Copywriter

- Brainstorm with the marketing communications team regarding content ideas every week
- Post content on Instagram feeds according to the timeline
- Research trends related to content needs
- Create captions for Instagram and TikTok to increase engagement

Desain, Publikasi, dan Branding

Kakak Asuh is a non-governmental (non-profit) organization which operates in the field of social education. This organization delivers a forum for students to participate in helping Indonesian education by providing teaching to underprivileged elementary school students sufficient

- Manage and publish content for social media need @KA_Bekasi on Instagram
- Responsible for branding Kakak Asuh social media accounts with information about education and children
- Documenting activities and assist the social media team with concept Instagram post design.

Skills and Project

- **Soft Skills:** teamwork, problem solving, communications skill, creative thinking, content strategy.
- **Hard Skills:** content writing, copy writing, content making, teaching, social media managing
- **Editing:** canva, capcut, inshot
- **Video Conferencing:** Zoom, Google Meeting
- **Projects** (2023): Diesnatalis HIMA Penmas FKIP Unsika (CESA FEST) is an annual event organized by the Interests and Talents Division of the Community Education Student Association at Singaperbangsa Karawang University. It is held as part of the Dies Natalis celebration, consisting of arts and sports activities involving active Community Education students.
- **Projects** (2024): KKN UNSIKA 2024 Community Service Program Activities
- **Projects** (2023): Observation of Non-Formal Education Program Management: This project focuses on observing and analyzing the management of non-formal education programs (PNF) implemented at Modesta Course and Job Training Institute (LKP Modesta)