



NUANSA CINTA AKHWAT NUSANTARA

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A Digital Business student with 1+ year of experience in digital marketing, content creation, and social media management. Skilled in developing content strategies, managing content calendars, and executing engaging campaigns across multiple platforms. Successfully increased social media engagement by 115% and gained over 1,000 followers within 4 months during an internship.

Work and Project Experiences

PT Otak Kanan - Surabaya, Indonesia

Feb 2025 - Present

Digital Marketing Intern

- Responsible for researching content trends, managing content calendar, creating content, copywriting, and editing.
- Created 30 post per week (e.g., IG post, IG reels, Tiktok).

Vriddhi Agency - Malang, Indonesia

Oct 2024 - Jan 2025

Social Media Intern

- Developed and executed content strategies, created diverse high-quality content, and optimized for SEO.
- Analyzed content performance using Google Analytics and collaborated with design teams to ensure consistent branding.
- Managed content calendar, monitored industry trends, and refined strategies to align with audience behavior and brand objectives.

PT Telekomunikasi Seluler (Telkomsel) - Surabaya, Indonesia

Sep 2024 - Dec 2024

Creative Digital Marketing Intern

- Managed social media accounts (@tsel_surabaya, @telkomselmadura, @inlife.surabaya), created content calendar, briefs, copywriting, and executed shooting. Successfully created over 50 content.
- Developed a social media strategy that increased engagement rate by 115%.
- Successfully collaborated with major brands such as Gojek, Ruang Guru, and KAI. Responsible for creating briefs, copywriting, and being the talent.

Digital Marketing Course Project - Universitas Negeri Surabaya

Aug 2023 - Dec 2023

Brand Development & Content Creator

- Created YouTube review videos. Responsible for planning script content, surveying locations, and managing camerawork. Achieved 955 views and 651 likes.
- Developed the business brand "CLOTA," which involved collecting and uploading photos, managing pricing and color options on the website, creating TikTok content, and overseeing camerawork and script planning. Received an 'A' grade.
- Created and designed an announcement email for the brand 'Luxella Carries,' featuring a 15% discount voucher, a 'Shop Now!' button, and photos of the new bag collection. Received an 'A' grade.

Education Level

Universitas Negeri Surabaya - Surabaya, Indonesia

Aug 2022 - Dec 2025 (Expected)

Bachelor of Digital Business, 3.79/4.00

- Relevant Course: Digital Marketing, E-Commerce, Digital Entrepreneurship, and Business Ethics.
- Leader of Research and Published "HRM Practices Across Different Cultures: An Evidence-Based Study in Netherlands and South Africa" in International Journal of Economics, Management, Business, and Social Science (IJEMBIS).

Organizational Experience

Himpunan Mahasiswa Prodi Bisnis Digital

Jan 2024 - Jan 2025

Deputy Head of Sponsorship and Collaboration Department

- Led a team of 5 staff to organize sponsorship strategies. Successfully securing over 25 sponsors across various programs.
- Created and managed Memorandums of Understanding (MoU), and Memorandums of Agreement (MoA).
- Maintained relationships with more than 5 key stakeholders.
- Served as the main contact person, coordinating with over 50 media partners.

Skills and Other Experience

- **Soft Skills:** Communication, Teamwork, Negotiation, Creativity, Collaboration
- **Hard Skills:** Microsoft Office, SEO, Social Media, Canva, Capcut, Copy Writing, Notion, Meta Business Suite
- **Other Experience (2024):** Managed social media accounts on TikTok for @simplychic.id and @hellskin.id, including content creation, engagement with followers, and campaign strategy.