

Safana Putri Nurmalia

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Banguntapan, Bantul, DIY

SUMMARY

Fresh graduate bachelor of communication science with a concentration in Public Relations who are enthusiastic, creative and fast learners with broad interests in various fields including digital marketing, corporate, and content writer. Have good communication and interpersonal skills and experience in digital marketing through the Rakamin Academy Project-Based Internship program in collaboration with one of the cellular telecommunications retail companies and as a content writer for one of the press media in Yogyakarta. Eager to contribute and thrive in a dynamic and challenging work environment.

Education

Ahmad Dahlan University Yogyakarta - S1 Communication Science / GPA: 3.81/4.00

Experience

Project-Based Virtual Intern: Digital Marketing Specialist

Erajaya x Rakamin Academy | Feb 2024 - March 2024

Complete various tasks related to Erajaya's digital marketing activities, such as digital marketing plan, social media management, and Digital Campaign.

Public Service Internship

BPJS Ketenagakerjaan Yogyakarta | August 2024- September 2024

- Served individual and company BPJS membership registration.
- Successfully re-registered more than 15 new JHT claimants.
- Inputting membership and company or MSME data into Ms.Excel.

Content Writer Internship

RADAR JOGJA | Sept 2024- Nov 2024

- Writing current news articles as directed by mentors
- Successfully wrote more than 36 articles for publication on RadarJogja website.

PROJECT EXPERIENCE

Politic Communication Class Project

Public Service Advertising (PEMILU) - July 2023

- As a talent on this project
- Learn to work under pressure
- Try to communicate well on camera and work with the team on the project

Project Reportage of Public Relations Code of Ethics - “Museum Muhammadiyah”

December 2023

- Serves as a reporter on reportage projects
- Contribute to narrative and content development
- Collect relevant data and information related to Muhammadiyah Museum through direct observation and interviews.
- Produce informative reportage content about the educational value of the Muhammadiyah Museum.

Sosial Media division

Event Management Class Project UAD MOTO EXHIBITION | May 2024-July 2024

- Create a content plan and develop a tiktok content strategy
- Create engaging and high-quality content
- Become content writing for tiktok and instagram media content
- Co-produce talent and edit video content that will be uploaded on TikTok

SKILL

- Hard skills: Indonesian (advanced), English (Beginner)
- Softskills: Verbal communication, Teamwork, Effective presentation, Time Management, Negotiation, Content Creation, Content Writing, Content Planing.
- Software skills: Microsoft Office, Canva, PowerPoint,, CapCut, VN