



Divinda Morikawa

Saya fresh graduate yang menyukai tantangan dan suka belajar hal baru. Saya lulusan Teknik Informatika yang tertarik di dunia content maker serta digital marketing.

LATAR BELAKANG PENDIDIKAN

Universitas Sriwijaya

TEKNIK INFORMATIKA, 2015-2020

IPK 3.39

SKILL

- Content maker
- Analisis
- Canva & tools editing
- Dokumentasi Pengembangan Aplikasi
- Java

PELATIHAN

Intro Data Analytics

REVOU MINI COURSE-FEBRUARI 2022

Intro Digital Marketing

REVOU MINI COURSE-FEBRUARI 2022

INFORMASI KONTAK

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PENGALAMAN KERJA

Administrator

KLINIK MARTA MEDIKA • JANUARI 2021-FEBRUARI 2022

- Merancang materi dan pembuatan konten digital mulai dari pra hingga pasca produksi
- Berkolaborasi dengan talent endorsment
- Membuat pengarsipan berkas dan memberi pelayanan terbaik kepada costumer

Ketua Magang

DISDIK PEMPROV SUMSEL • JANUARI 2018

- Berkomunikasi dengan stakeholder
- Membuat dokumentasi user requirement, flowchart, serta testing pengembangan web sistem informasi penggajian

ORGANISASI

Sekretaris Umum

UKM U-READ UNSRI (2017-2018)

Membuat pengarsipan, laporan pertanggung jawaban, membuat proposal kegiatan, berkoordinasi dengan setiap sekretaris departemen, membuat jadwal & notulen rapat

Staf

KEMENTERIAN KEUANGAN DAN PEREKONOMIAN BEM KM
UNSRI (2016-2017)

Membuat laporan pertanggung jawaban, ketua pelaksana beberapa program kerja, bendahara dan sekretaris pelaksana beberapa program kerja

DEPT. KREASI DAN INOVASI UKM U-READ UNSRI (2015-2017)

Bendahara event Nasional, LO peserta LKTI, penanggung jawab kewirausahaan departemen

KEPANITIAAN

- Steering Commite Sekretaris Pesta Ilmiah Sriwijaya Tingkat Nasional 2018
- Sekretaris Pelaksana Subkegiatan Festival Sriwijaya pada Gelora Nusantara 2017
- Bendahara Pelaksana Pesta Ilmiah Sriwijaya Tingkat Nasional 2017
- Liaison Officer Penginapan Kontes Robot Indonesia Regional 1 Sumatera 2017
- Liaison Officer Peserta Lomba KTI Pesta Ilmiah Sriwijaya 2016

PORTFOLIO

Divinda Morikawa



Content Creation, Digital Marketing Enthusiast

DISCOVERED CONTENT CREATION & DIGITAL MARKETING

Learning informatic engineering in college has shaped me to think from digital industry perspective when communicating with audience.

Joining various community as a contributed writer, organize my social media, and visuals to promote my channels has grown my attention to content creation and digitalmarketing.

MY PROFESSIONAL JOURNEY

Experienced working at one of online bookstore as a social media administrator. I also worked as a administrator in one of beauty clinic in Oku Timur. Assigned to make content digital has shape me to be a quick learner and adaptive person to keep up with trends.



Divinda
Morikawa

Educational Background

Universitas Sriwijaya (2015-2020)

Bachelor of Computer Science, GPA 3.39



Learned various subject from computer science. Organizational experiences consist of general secretary, kreasi dan inovasi staff, liaison officer, and chief executive.

RevoU (2 weeks on February)

**Digital Marketing & Data Analytics
Online Course**



**RevoU
Mini Course**

Learned basic digital marketing and data analytics. The participants involving in a 2-week-course with the basic spectrum of online marketing, explore data, and strategic as well as analytical thinking.





THE PROJECTS

Instagram Ads(1)

Objectives

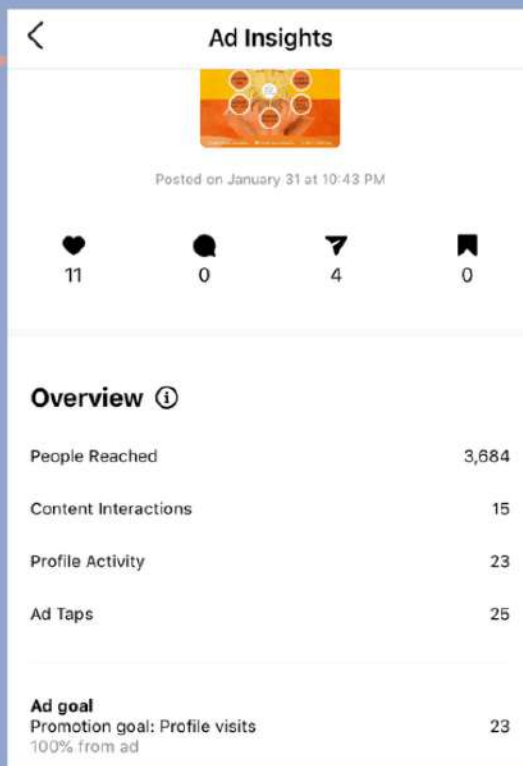
Using a real budget to execute Instagram Ads Campaign to collect leads and report all of the optimization efforts for next campaign

The Action

Established campaign structures with ad copy and visuals, analyze impactful and relevant interest targeting, and optimized the copy and campaign design

Result

Acquired 3.684 reach and 23 leads within 3 days, spend optimal budget cost per lead (CPL= Rp 2.174).



Instagram Ads(2)

Objectives

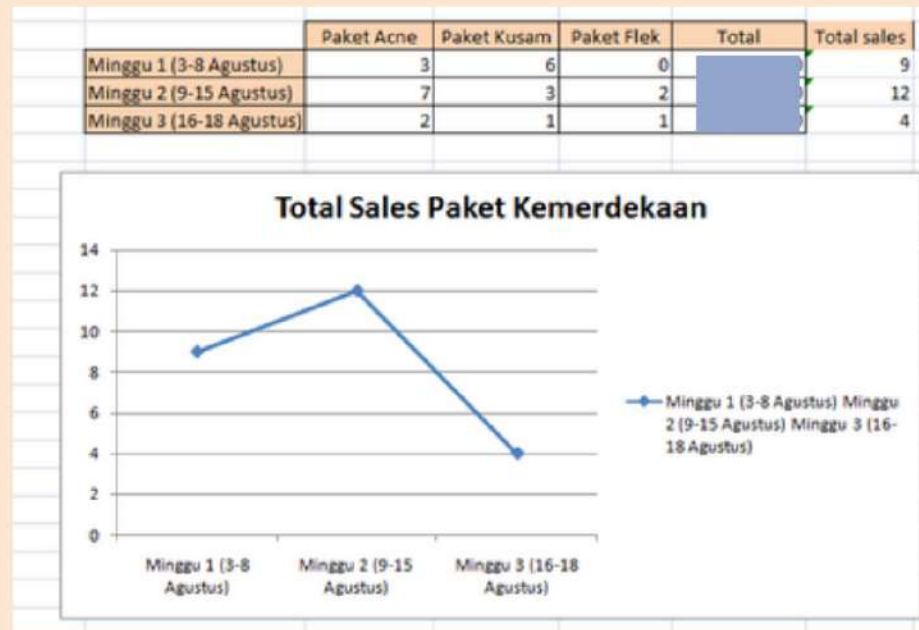
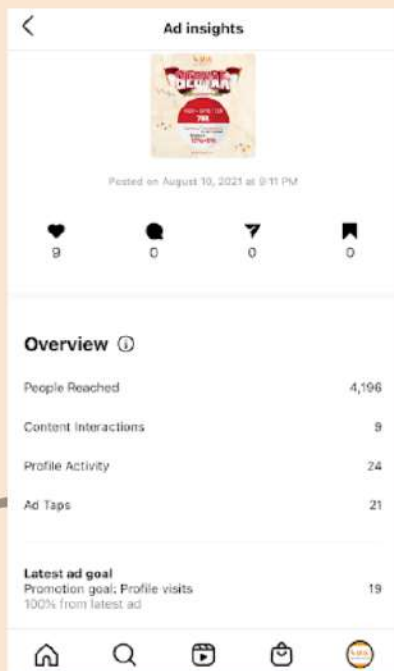
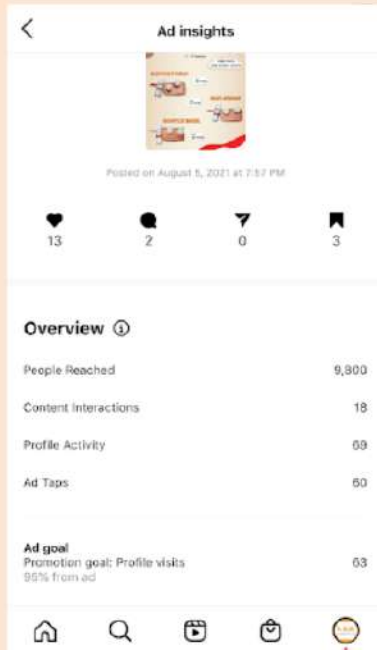
Using a real budget to execute Instagram Ads Campaign to collect leads and report sales

The Action

Established campaign structures with ad copy and visuals, analyze impactful and relevant interest targeting, and optimized the copy and campaign design

Result

Acquired 13.996 reach and 82 leads within 7 days, spend optimal budget cost per lead (CPL=Rp1.707) and during 3 weeks Customer Acquisition Cost (CAC=Rp 5.600)



Content Creation



Objectives

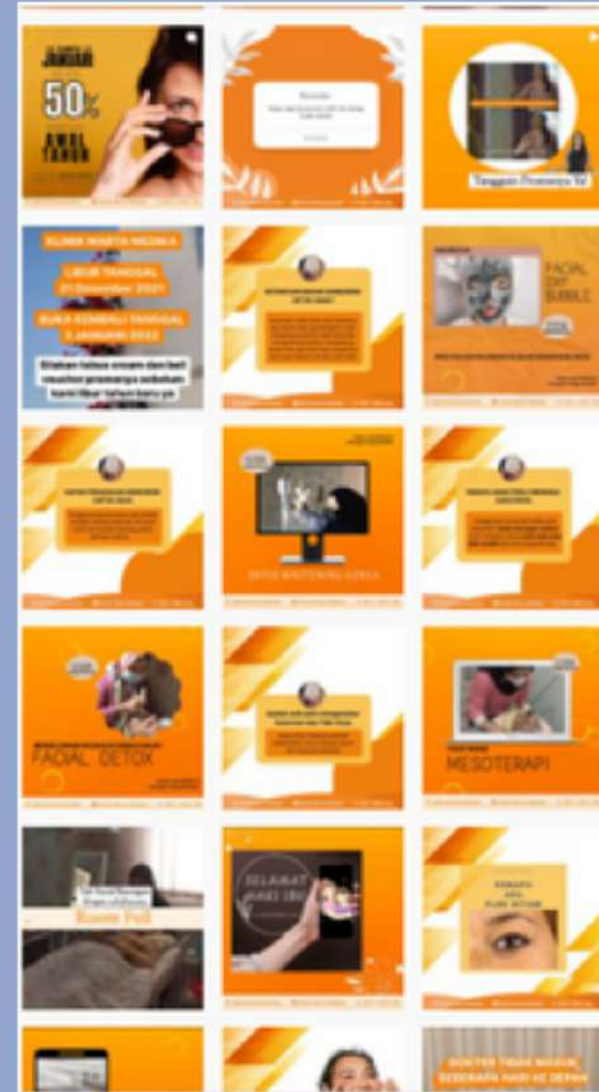
develope content digital to increase brand awareness, digital campaign, and increase followers.

The Action

Create social media content including content schedule, content writing, captions, and content design

Result

Aquisition 360 new costumers, create 500+ social media content, raise 400+ follower



collaborate with talent

Objectives

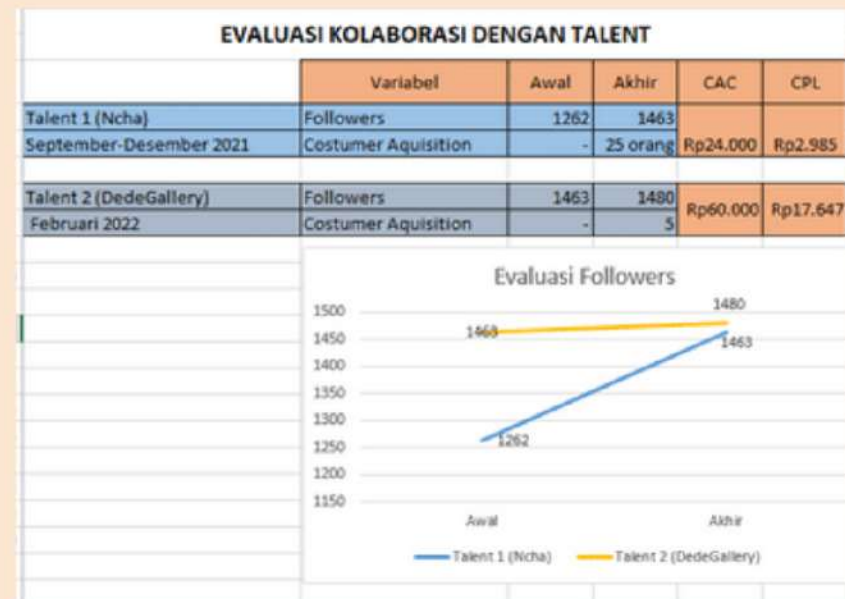
collaborate with talent to increase brand awareness, and aquisition more costumer.

The Action

Make a cooperation agreement to communicate with talent, handle collaboration campaigns, and report, and make an evaluation report

Result

Acquired 218 followers with 2 talents, spend optimal budget cost per lead and Costumer Aquisition Cost like in the report----->



Certifications

Courses to add up my knowledge



- Introduction to Digital Marketing
- Introduction to Data Analytics

Google



- Cara mengelola keberadaan secara online (SEO&SEM)
- Strategi konten dan copywriting

