

NADIYA FITRIANA

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Detail-oriented professional with experience in banking operations, marketing, and project coordination. Skilled in monitoring financial activities, conducting fraud detection, managing social media campaigns, leading product development, and overseeing translation projects. Strong analytical, communication, and team leadership abilities, with a track record of ensuring quality, compliance, and client satisfaction across various industries.

PROFESSIONAL EXPERIENCE

Bank SMBC Indonesia, Indonesia

On-Going Monitoring & Assessment Retail Banking Specialist (February 2025 - Present)

- Monitor daily internal banking operations to ensure that all transactions, system activities, and process flows comply with internal policies, regulatory requirements, and established service level agreements.
- Oversee external banking activities, including interbank transactions, fund transfers, and clearing processes, ensuring accuracy, timeliness, and thorough reconciliation.
- Identify and escalate suspicious or unusual activities, working closely with fraud detection, fraud management, regulatory reporting teams, and relevant business units to ensure timely resolution and compliance.
- Perform data extraction, cleansing, and analysis to support operational monitoring, reporting, and decision-making processes
- Skills: Data Analysis · Analytical Skill · Excel · SQL · Data Processing · Data Cleaning · Monitor & Assessment · Networking · Research · Time Management.

QA Strategic & Development Retail Banking Specialist (Jul 2024 - Jan 2025)

- Evaluate and rate bank branches nationwide using internal assessment working papers as a standardized tool, focusing on operational performance, regulatory compliance, service quality, and adherence to internal policies and procedures.
- Summarize call sampling activities to assess call handling quality, identify early signs of potential fraud involving both bank and customer, and ensure compliance with customer interaction protocols.
- Skills: Time Management · Teamwork · Excel · Analytical Skill · Public Speaking · Networking · Research · Data Analysis · Data Processing.

HalalTrip, Singapore (Remote)

Social Media Strategist Intern (Nov 2022 - Mar 2023)

- Planned and executed weekly social media content and marketing campaigns for HalalTrip and CrescentRating, enhancing brand visibility and engagement.
- Designed promotional visuals and created EDMs to support online campaigns, events, and brand communications.
- Managed public relations collateral, including email marketing, website updates, press releases, and promotional event materials.
- Skills: Time Management · Public Speaking · Teamwork · Adobe Photoshop · Adobe Illustrator · Canva · Figma (Software) · Graphic Design · Zoho Social · Zoho Campaign · Zoho Projects · Meta Business Suites.

Social Media Strategist (Mar 2023 - Jul 2024)

- Developed and executed social media and marketing campaigns for HalalTrip and CrescentRating, contributing to a follower growth of 10k+ in under a year.
- Created engaging content, including daily posts, newsletters, and EDMs, while handling PR materials such as email marketing, website updates, and press releases.
- Designed weekly visual content and managed destination marketing campaigns for external clients.

- Monitored performance through regular social media reports and supported product promotions with the Customer Success team.
- Skills: Time Management · Public Speaking · Teamwork · Adobe Photoshop · Adobe Illustrator · Canva · Figma (Software) · Graphic Design · Zoho Social · Zoho Campaign · Zoho Projects · Meta Business Suites.

PT. Qwords Company International, Yogyakarta, Indonesia

UI/UX Designer

- Designed and revamped end-to-end product designs, including research, wireframes, prototypes, and testing.
- Created illustrations for the company's web assets as needed.
- Projects: omg.id, ilove.id, chatvolution, and Qwords.
- Skills: Figma (Software) · User Experience (UX) · Responsive Web Design · Mobile Interface Design · Graphic Design · Web Design · English · English as a Second Language (ESL) · User Interface Design · UX Research

BRAKK! Creative Media, Surakarta, Indonesia

Strategic Planner

- Developed monthly editorial plans and managed clients' social media growth.
- Created creative and marketing plans for brand campaigns and events.
- Managed the brand's social media accounts, handling various aspects of brand management, such as devising strategies for social media presence and overseeing their execution across different platforms.
- Responsible for brand social media activation.
- Clients: Fremilt, Pareanom, Moju-moju, Chamber Helmets, Drink Mamata, Honbo drinks, Rattan Suwastama, Anterior.
- Skills: Team Management · Business Development · Sales · Marketing Strategy · Mobile Web Design · Social Media Marketing · Figma (Software) · Responsive Web Design · Graphic Design · Web Design · English · User Interface Design · Business Strategy · UX Research.

Merempah Indonesia, Malang, Indonesia

Founder & CEO (Final Year Project)

- Led major corporate decisions and managed overall operations, resources, and product development strategy, including research and future planning.
- Oversaw end-to-end product development and served as the key liaison between stakeholders, board members, and project teams.
- Conducted user experience research and testing to enhance platform functionality and user satisfaction.
- Managed social media marketing and R&D initiatives to support product promotions and innovation.
- Skills: Team Management · Business Development · Sales · Marketing Strategy · Mobile Web Design · Social Media Marketing · Figma (Software) · Responsive Web Design · Graphic Design · Web Design · English · User Interface Design · Business Strategy · UX Research · Market Research.

Sworn Translator Kampung Pare, Pare, Indonesia (Remote)

Feb 2019 - Dec 2020

Assistant Project Manager (Part-time)

- Led translation projects and supervised a team of freelance translators, ensuring tasks were assigned according to project scope and client requirements.
- Managed end-to-end client communication, including email correspondence, project updates, and feedback coordination.
- Reviewed and quality-checked translated documents for clarity, completeness, and accuracy before delivery.
- Handled digital and physical legalization processes, preparing translated documents for official use and printing.
- Skills: Microsoft Office · English · Communication · Public Speaking · Customer Experience · Teamwork · Time Management

EDUCATION

Telkom University, Bandung, Indonesia (2017-2021)

Bachelor of Computer Science

- GPA : 3.26

SKILLS & OTHER

- **Social Media:** Instagram, Facebook, LinkedIn, Twitter
- **Editing:** Adobe Photoshop, Adobe Illustrator, Figma, Canva, Capcut, VN
- **Copywriting:** ChatGPT, Google Search, Google Trends
- **Content Management:** Zoho Social, Zoho Campaigns, Meta Business Suite, Later, Spreadsheets
- **Project Management:** Zoho Projects, Trello, Gantt Chart
- **Google Workspace:** Docs, Spreadsheets, Slides, Trends
- **Data Management:** Excel, SQL, Python