

NADIYA FITRIANA

Ponorogo, East Java, Indonesia · +6281235757717 · nadiyaftn@gmail.com ·
<https://www.linkedin.com/in/nadiya-fitriana> · https://github.com/fnadiya/data_porfolio

I am a forward-looking and detail-oriented social media strategist with a deep understanding of data analytics and a fervent interest in technological advancements. My proven ability to lead and collaborate with diverse teams has resulted in the successful execution of numerous high-impact projects in dynamic, fast-paced settings. I'm currently diving into SQL and building a portfolio to showcase my dedication and evolving skill set.

PROFESSIONAL EXPERIENCE

HalalTrip, Singapore (Remote)

Nov 2022 – Present

Social Media Strategist Intern (Nov 2022 - Mar 2022)

- Created weekly social media plans for HalalTrip and CrescentRating promotions.
- Promoted daily articles, surveys, and newsletters across HalalTrip's social media platforms.
- Developed marketing campaigns for HalalTrip and CrescentRating events.
- Handled public relations collateral, including email marketing, website media, press releases, and events.
- Responsible for company's EDM promotions.
- Created weekly designs for social media and marketing promotions for HalalTrip and CrescentRating.
- 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 2022 - Present)

- Created weekly social media plans for HalalTrip and CrescentRating promotions.
- Promoted daily articles, surveys, and newsletters across HalalTrip's social media platforms.
- Developed marketing campaigns for HalalTrip and CrescentRating events.
- Handled public relations collateral, including email marketing, website media, press releases, and events.
- Generated company's EDM for both internal and external promotions.
- Created weekly designs for social media and marketing promotions for CrescentRating and HalalTrip.
- Responsible for social media reports from both HalalTrip and CrescentRating.
- Assisted the Customer Success lead in promoting CrescentRating's external products.
- 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

Mar 2022 - Sept 2022

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

Mar 2021 – Feb 2022

Strategic Planner

- Developed monthly editorial plans and managed clients' social media analytics.
- 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.
- 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, Ponorogo, Indonesia

Jun 2020 - Dec 2021

Founder & CEO

- Made major corporate decisions and managed operations and resources, including research and development for future product plans.
- Oversaw product development and acted as the main point of communication between the board and stakeholders.
- Conducted user experience research and testing to improve platform functionality.
- 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)

- Maintained projects and managed a team of translators.
- Handled client communication, email correspondence, and document legalization.
- Skills: Microsoft Office · English · Communication · Public Speaking · Customer Experience · Teamwork · Time Management

EDUCATION

Telkom University, Bandung, Indonesia

2021

Bachelor of Computer Science

- GPA : 3.26

SKILLS & OTHER

- **Basic Programming Language:** Python, HTML and CSS
- **Data Management System:** MySQL, PostgreSQL
- **Basis Data Skills:** Data Exploration, SQL querying, Data modeling
- **Microsoft Software:** Microsoft Word, Microsoft Excel, Microsoft PowerPoint
- **Google Workspace:** Docs, Spreadsheet, Slides, Google Trends