



curriculum vitae

karena **tak kenal maka tak sayang**,
mari berkenalan terlebih dahulu.





Hi! My name is Gabriella Marcelina Sunartha, commonly known as Gaby. I am a final student in Visual Communication Design UK Petra, Surabaya. Since I was a kid, art & literacy has become a part of my life and I always dreaming becoming a strategic planner in the future. Here is my CV and Portfolio, hope you enjoy them!



Gabriella Marcelina Sunartha

Strategic Planner Enthusiast

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Education History

Universitas Kristen Petra

Visual Communication Design

2018-now | Current GPA 3.58/4.00

Skills

Designs

Illustrations

Copywriting

Social Media Management

Concepting

Public Relation

Paid Ads

Organization

Head of PR Division

[@adiwarna.official](#) 2022

Summary

Gabriella, commonly known as Gaby is a final year VCD student in UK Petra Surabaya. Since elementary school, she already seems to like **illustration and literacy** and dreamed to become a **Strategic Planner in the future**. On her final projects, she makes [@waktu_hujan_soresore](#) to introduce her roots, Maluku.

Experience

Social Media Director and Copywriter

Chelvy Cosmetics Indonesia | Jan 2022 - now

My daily tasks and responsibilities are

- Developing 20 contents every month
- Developing an editorial content calendar
- Do every design & illustration for Social Media and

Advertisement 2022

- Approaching media partners to promote Adiwarna's event
- Inviting creative agency to attend Adiwarna's event

Head of Sponsor Division
@bharatikafest 2020

Clients: Caffino, Blibli and Yuzu Indonesia as exclusive Sponsorship partners

Head of Sponsor Division
@desporev 2019

Clients: Wings, Glico and Aquase as Sponsorship Partners.

Projects

@waktu_hujan_soresore

a regional promotion project to introduce Maluku's culture.

Reached around **30k visitors, 580 followers and 780 shares without paid ads within 3 months.**

e-commerce needs

- Make captions for every post and Instastories
- Contacting KOL for collaboration with the brand
- Facebook and Instagram Ads

Social Media Planner, Conceptor and Copywriter
Get Tea Official | Feb 2022 - Now

My daily tasks and responsibilities are

- Developing 20 contents every month
- Developing campaign for new menu & events (Valentine Edition and Get Teakjil Edition)
- Developing an editorial content calendar
- Make captions for every posts and Instastories
- Contacting KOL for collaboration with the brand
- Facebook and Instagram Ads

Social Media Planner and Copywriter

SP Super Thai Indonesia | Oct 2021 - Feb 2022

My daily tasks and responsibilities are

- Developing 15 posts every month
- Make captions for every posts and Instastories
- Instagram Ads



INTRO VIRGOMEMBARAM
KTITAKULIMAKONSISTEN
CEREWETBGTPRANGALIS
IMBETURLOMRUMPALISA
TERSENYUMIKMTIDUKPU
KREATIFSUKAMENOLONG
SELALUBERSEMANGATHI
COBATERUSJANGANTKT

— Temukan paling sedikit
5 (lima) kata sifat yang
dapat mendeskripsikan
diriku!

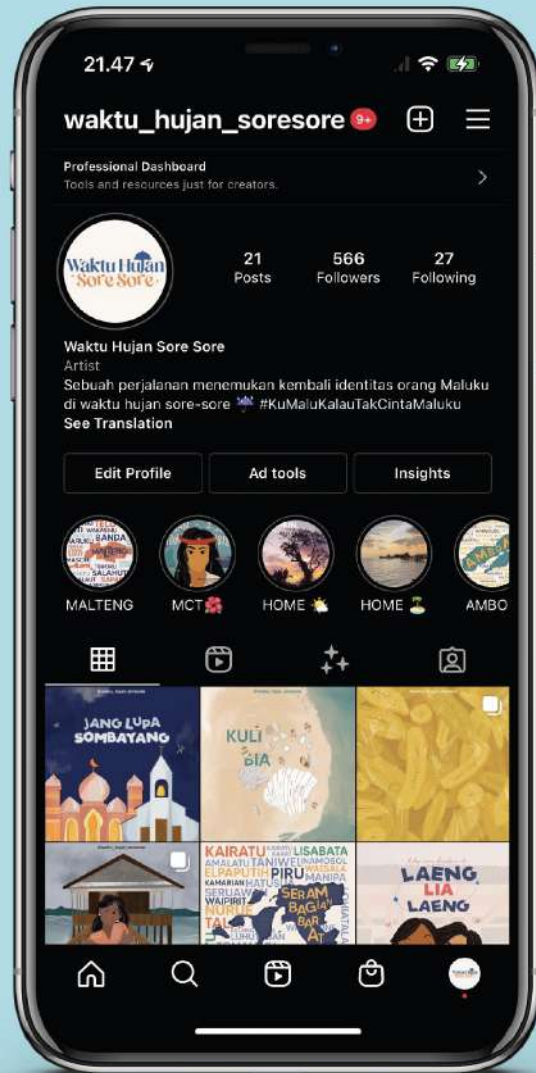


portfolio.

obrolan rekam olahan imajinasi objektif
perasaan tuangan fantasi literasi

Sebuah **portfolio** yang terangkum dari obrolan singkat yang direkam dan dituangkan dalam fantasi, dipadukan dengan literasi dan imajinasi, sehingga menghasilkan sesuatu yang objektif dari hati.

selamat menikmati.



Waktu Hujan Sore Sore adalah sebuah project promosi daerah Maluku yang dijalankan di media sosial Instagram. Waktu Hujan Sore Sore bercerita tentang perjalanan seorang perempuan muda bernama Arika untuk mencari informasi tentang tempat asalnya, Maluku, di perjalanan turun hujan hingga membuatnya harus menepi di rumah-rumah sekitarnya. Ternyata disana lah perjalanannya dimulai.

Perancangan Waktu Hujan Sore Sore ini berawal dari keresahan dan pengalaman saya sendiri. Tumbuh besar di Kota Ambon, Maluku hingga akhirnya melanjutkan pendidikan di kota lain membuat saya sadar betapa “tidak eksis”nya tempat asal saya. Memanfaatkan pengaruh media sosial saat ini, saya merasa ini adalah kesempatan yang tepat untuk memperkenalkan Maluku.

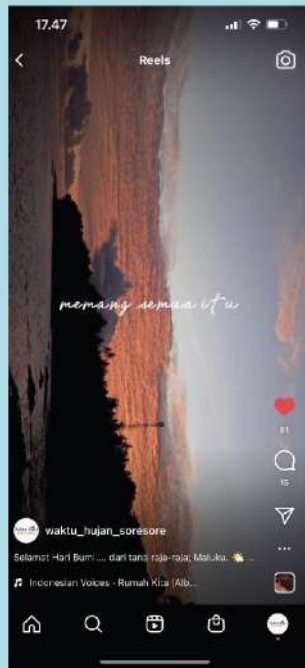
Melalui Waktu Hujan Sore Sore pula, saya berharap generasi muda di Maluku sadar akan pentingnya melestarikan budayanya sendiri, dan mulai memperkenalkan pesona kecantikan Maluku sebagai salah satu kekayaan budaya Indonesia.



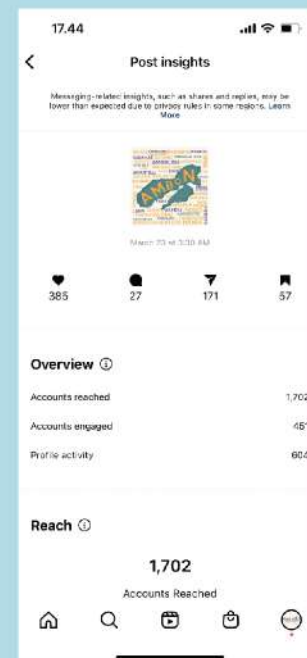
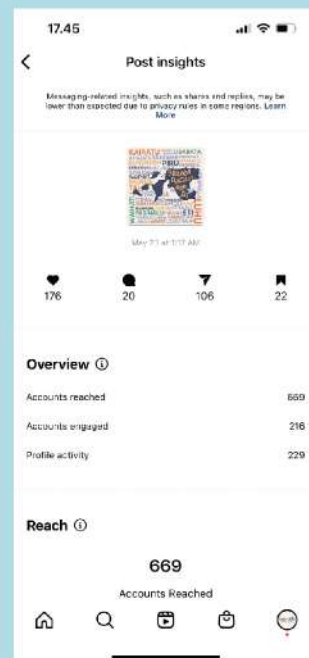
@waktu_hujan_soresore is a regional promotion project to introduce Maluku's culture.

@waktu_hujan_soresore reached around 30k visitors, 600 followers and 780 shares without paid ads within 3 months.

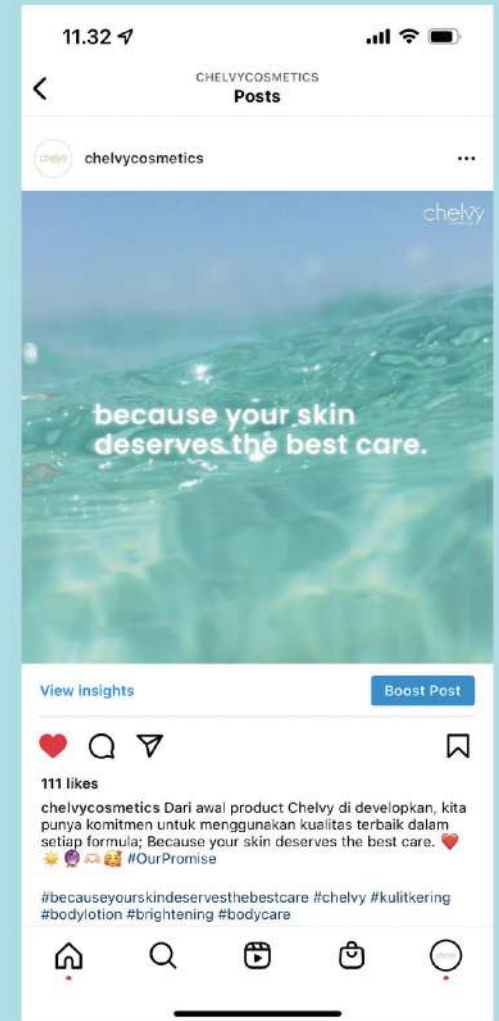
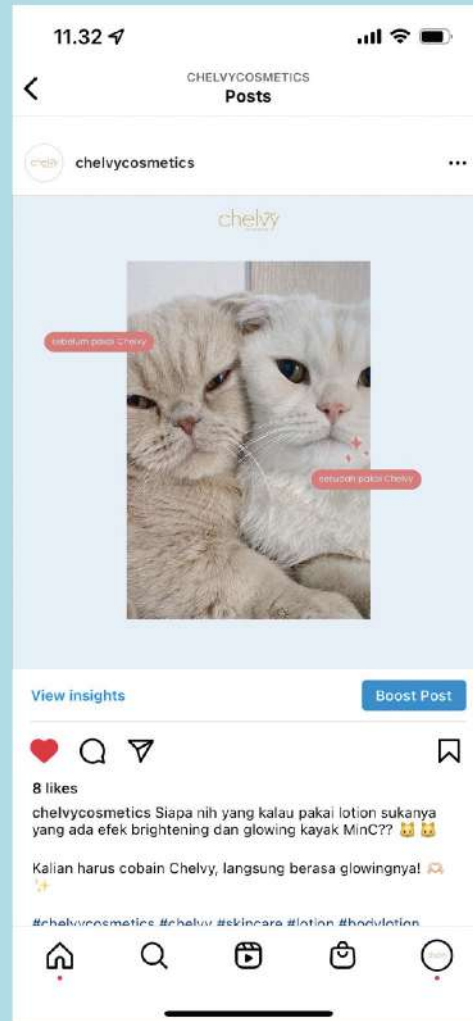




Waktu Hujan Sore Sore's feedback on Instagram



content, design & copywriting for @chelvycosmetics



chelvỹ

BIG RAMADAN SALE

5.5

5% Disc all variant
min. purchase 350k get free Chic Bag!



shopee & tokopedia
chelvycosmetics

chelvỹ

7% discount

SHOPEE MANTUL SALE

7%

all variant

25-27 Mei 2022

LINK

only at Shopee
chelvycosmetics

Product	Original Price	Discounted Price
Fairy Berry	138.000	128.340
Clay	118.000	109.740
Fresh Garden	138.000	128.340



chelvỹ

Shopee

6.6

MID-YEAR SALE

10% OFF 6-8 Juni 2022



chelvỹ

7% discount

SHOPEE MANTUL SALE

7%

25-27 Mei 2022

Product	Original Price	Discounted Price
Fairy Berry	138.000	128.340
Clay	118.000	109.740
Fresh Garden	138.000	128.340



content and copywriting for @gettea.official



GET/TEA

BE MY VALENTEANE

Be Minego 24k

One in a Melon 24k

Never Lychee Go 24k

Bundle 24k + 24k = ~~48k~~ **44k ONLY**

- ♥ Never Lychee Go + Be Minego or.
- ♥ Never Lychee Go + One in a Melon or.
- ♥ One in a Melon + Be Minego

GET/TEA

GET TEAKJIL

Melon Amir

Apple Latifah

Rose Amara

Passion Fakiha

Kurma Halib

Hi Bestea

Lets try our newest menu that we made special for you,

Green Moscato

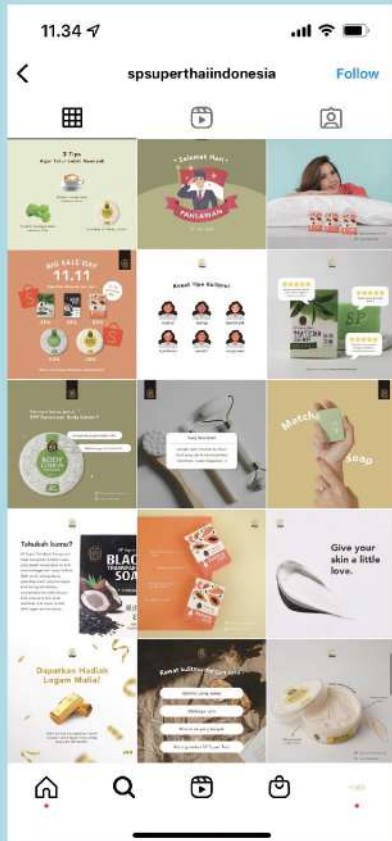
first in indonesia, uses special Green Muscat all the way from Japan & brewed with premium ingredients.

Best consumed while its still cold, or you can put it on your refrigerator asap when it arrives to you!

Hope you like it as well as we do,

best regards,
GET/TEA

content and copywriting for @spsuperthaiindonesia



Fairy Berry adalah body lotion dengan aroma menenangkan yang diformulasikan khusus sehingga bertekstur ringan dan tidak lengket berfungsi untuk mencerahkan dan meremajakan kulit. Mengandung Gluthatione, Niacinamide dan Squalane yang membuat kulit lebih sehat dan tampak lebih putih alami secara permanen sejak pemakaian pertama

Fairy Berry is a lightweight and non-sticky body lotion with a calming aroma and soothing effect that specially formulated to brighten and rejuvenate the skin. Contains Glutathione, Niacinamide and Squalane which makes skin healthier and looks naturally whiter permanently from the first use.



Sunscreen yang dapat membantu merubah pigmen melanin penyebab warna kulit gelap menjadi lebih cerah dan sehat secara permanent sejak pemakaian pertama. Kandungan Squalane yang terkandung didalamnya juga efektif untuk melawan kerusakan kulit akibat paparan sinar matahari dan radikal bebas.

Classy is specially formulated with a light and non-sticky texture, using SPF which can be used as a sunscreen. Contains Glutathione and Niacinamide which can reduce the formation of the melanin pigment that causes darkness skin color and make your skin becomes brighter and healthier permanently from the first use. The content of Squalane in it is also effective against skin damage caused by sun exposure and free radicals.

Fresh Garden adalah body lotion dengan aroma menyegarkan yang diformulasikan khusus sehingga bertekstur ringan dan tidak lengket berfungsi untuk mencerahkan dan meremajakan kulit. Mengandung Glutathione, Niacinamide dan Squalane yang membuat kulit lebih sehat dan tampak lebih putih alami secara permanen sejak pemakaian pertama.

Upcoming Product from Chelvy Indonesia





terima kasih.

sudah meluangkan waktu untuk membaca dan menikmati karya saya.

Kalau ada sumur di ladang, boleh kita menumpang mandi
Kalau ada umur yang panjang, boleh kita berjumpa lagi.