



ELVINA PUTRI RAMADHANI

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Mojokerto, East Java, Indonesia

I am an active seventh-semester student in the Applied Tourism Bachelor's Program at Airlangga University, Surabaya. I have experience in various organizational and committee activities, both internal and external, particularly in the fields of social media management and publishing. Currently, I am interested in continuing to develop myself in the fields of content marketing, business development, and the creative industry, including the MICE (Meetings, Incentives, Conventions, and Exhibitions) sector. I am a responsive, adaptable, and proactive individual, ready to contribute positively in a dynamic and collaborative work environment.

Education

Universitas Airlangga - Surabaya, Indonesia

Aug 2022 - Aug 2026 (Expected)

Bachelor of Applied Science in Tourism Destination, 3.40/4.00

Work Experience

Festival Kopi Jalanan VOL.3 - Surabaya

Oct 2025 - Nov 2025

Social Media and Publication

Manage the schedule for posting photos, videos, and live reports during the event in a planned and consistent manner.

Cover the entire series of events, including band performances, social actions, community discussions, and riding activities with the Mayor of Surabaya.

Coordinate with other divisions, especially sponsors and related teams, to ensure that publication needs are properly met.

Create promotional content before, during, and after the event to increase reach and public appeal.

PT Mari Kita Bersukaria - Surabaya

Mar 2025 - Jun 2025

Social Media Organizer

Creating social media content ideas.

Researching the latest trends on social media to support relevant and engaging content strategies.

Collaborating with the design team to create visual content.

Assisting with tours, documenting them in photos and videos.

Indonesian Rectors Forum - Surabaya

Oct 2022

Liaison Officer

Accompany FRI 2022 guests from arrival to the end of the event in a professional manner.

Coordinate the flow and types of activities participated in by guests, including schedules, locations, and technical requirements during the event.

As a liaison between guests and the core committee to ensure the smooth running of the event.

Trowulan Tourism Village Pokdarwis (Field Work Practicum) -

Sep 2025

Trowulan, Mojokerto

Digital Marketing

Conceptualizing and creating digital information (brochures) and tour packages.

Documenting tour activities in the form of photos and videos.

Organizational Experience

Kuliah Kerja Nyata (KKN-BBK 6) - Gresik, East Java

Jul 2025 - Aug 2025

Publication and Documentation Coordinator

Documentation of photos and videos during the event and publication to the media.

Assistance in creating a company profile video for Kemuteran Village, Gresik.

Tourism Destination Study Program Branding Team - Surabaya

Mar 2025 - May 2025

Social Media Administrator for the Study Program Branding Team

Contribute to the planning and development of the official website of the study program to enhance its image and access to information.

Collaborate with the design and development team to ensure the website's appearance and functionality are optimal.

Tourism Destination Student Association - Surabaya

Apr 2023 - Nov 2024

Member of the Science and Achievement Division

Managing information on competitions, scholarships, and student achievements at the local to national levels.

Designing and supporting science-based work programs, such as seminars, training, academic discussions, and competitions.

Playing a role in developing the interests, talents, and academic and non-academic achievements of tourism students.

Campus and Company Visit, Tourism Destination Student Association - Yogyakarta

Nov 2024

Secretary

Corresponding with internal and external parties.

Managing documents and archives.

Coordinating the distribution of invitations to external communities for the event.

Receiving feedback and requests for information from the public.

Community Service, Tourism Destination Student Association - Nganjuk

Jul 2024

Public Relations

Coordinate with external parties regarding media and sponsorship.

Coordinate the distribution of invitations to external communities for the event.

Receive feedback and requests for information from the public.

Anniversary of the Tourism Destination Study Program - Surabaya

Oct 2023

Publication and Documentation Member

Conceptualize and design ID card lanyards.

Document activities in the form of photos and videos throughout the event series.

Compile and upload promotional content for the event (posters, teasers, feeds, reels, stories) according to the publication timeline.

Community Service, Tourism Destination Student Association - Mojokerto

Aug 2023

Social media and publication members

Develop and manage a content publication schedule before, during, and after community service activities.

Create and upload live report content in the form of photos, videos, stories, and captions during the event series.

Design and publish activity certificates.

Ability

- **Soft Skills:** Good time management, able to plan, organize, and complete tasks effectively. Good communication skills with team members, both verbally and in writing. Able to work independently or in a team with a high level of responsibility. Adaptive in dealing with various workplace dynamics.
- **Hard Skills:** Video Editing (CapCut and VN) to create social media content, activity documentation, and promotion. Graphic Design (Canva) to create posters, banners, certificates, logo, and social media content designs with attractive and communicative displays. Microsoft Office (Word and PowerPoint) to create neat documents, reports, and presentations.
- **Certification Training** (2025): English for Job Seekers at Brilliant International Education