



# RIAN ARIYANTO

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Lingkungan Sidokumpul, RT. 002/RW.012. Blimbing, Paciran, Lamongan.

An active Tourism Destination student focusing on destination management, cultural heritage tourism, and digital tourism marketing. Experienced in village tourism research, content creation, and social media management. Possesses strong analytical and communication skills, along with high motivation to learn and contribute in a professional work environment.

## Work Experiences

### PT. Pratama Putra Tour & Travel (Freelance) - Sidoarjo, Indonesia

Nov 2025 - Present

#### Tour Leader

- Managing and leading tour activities according to the itinerary.
- Providing guidance to participants and coordinating logistical needs and communication with other team members.
- Responsible for delivering destination information, ensuring participant comfort, and maintaining the safety and smooth execution of all tour activities.

### Watungkal Edupark Sendangagung (Internship) -

Sep 2025 - Oct 2025

Lamongan, Indonesia

#### Digital Marketing

- Developing content ideas that align with the company's marketing strategy.
- Identifying social media trends to be used as more engaging content material.
- Creating various types of visual and written content for social media, such as photos, short videos, reels, promotional posters, and educational content.
- Collaborating with the design or operational team to ensure that the content aligns with promotional needs and branding.

### Rian Putra Travel (Remote) - Lamongan, Indonesia

Feb 2024 - Present

#### Marketing

- Responsible for marketing activities related to the company's products and services, including planning promotional strategies and managing customer communication.
- Contacting and following up with potential clients, preparing marketing reports, and supporting sales growth through both direct and online approaches.
- Maintaining good relationships with clients, handling customer inquiries, and ensuring their needs are met in a professional manner.

## Education Level

### Airlangga University - Surabaya, Indonesia

Aug 2022

#### Diploma in Tourism Destination, 3.32/4.00

- Created a video branding project for Trans Semanggi Surabaya, covering concept development, filming, and editing processes.
- Produced digital promotional video branding for Pantai Papuma and Kebun Teh Gunung Gambir Jember.
- Contributed to the study program accreditation process, including data collection, activity documentation, and preparation of supporting documents.
- Organized a seminar on Corporate Social Responsibility (CSR) in collaboration with the Kampung Lali Gadget community.
- Developed tourism destination design concepts using a visual design approach, including layout creation and 3D modeling with SketchUp as the primary design tool.
- Participated in a community service program in Gejagan Village, Nganjuk, contributing to visual content creation and activity documentation. Conducted photo/video production, created publication materials, and developed village branding content including a video branding project. Supported the team in distributing information through digital media and ensuring all documentation was well-organized.

## Organisational Experience

### Himpunan Mahasiswa Pariwisata - Surabaya

Jan 2024 - Oct 2024

#### Departemen Media dan Visualisasi

- Selected as the Best Staff in the Media and Visualization Department, contributing actively to creative content production and organizational activity documentation.
- Played a role in creating the community service (Pengmas) video branding for Gejagan Village, including planning, filming, and final editing processes.
- Served as the Coordinator of the PDD Division during a Study Visit program, responsible for publication, documentation, and team coordination.
- Participated as a team member in the National Tourism Seminar, responsible for documentation and video editing.

## Skills, Achievements & Other Experience

- **Hard Skills:** Graphic Design (Canva, Adobe Photoshop), Video Production (shooting, editing, video branding), Content Creation & Social Media Management, Destination Planning / Visual Planning, Microsoft Office (Word, Excel, PowerPoint), Event Documentation (photo & video)
- **Soft Skills:** Effective Communication, Teamwork and Collaboration, Leadership & Coordination, Time Management, Adaptability