



# SINTA SIPA'ATUL PUAZAH

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## PROFILE

I am a communication graduate with a specialization in broadcasting from Telkom University, equipped with a strong foundation in effective communication strategies. My proficiency in public speaking allows me to convey ideas with confidence and clarity. My passion for the arts fuels my creativity, and I find joy in activities such as editing and graphic design, where I can bring visual concepts to life. Through my academic journey and personal interests, I have developed a well-rounded skill set that merges communication expertise with artistic flair. Additionally, I am adept in utilizing tools such as Microsoft Excel, Google Sheets, and Microsoft Word, which enhances my ability to organize, analyze data, and create visually appealing content.

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## PROFESSIONAL EXPERIENCE

### **SMK Bina Warga** **Extracurricular Teacher**

**February 2020 - May 2021**

In my role as an extracurricular teacher at Bina Warga Vocational High School in Bandung, my primary responsibility is to organize engaging extracurricular activities that not only capture students' interest but also add value to their overall development. I focus specifically on teaching basic language skills and cultural understanding. Additionally, I serve as the Nihongo partnership coordinator, actively collaborating with Japanese counterparts to facilitate effective communication between Indonesian and Japanese educators. In this capacity, I organize various events and activities to enhance cultural awareness among educators, fostering positive relationships and enriching students' learning experiences in an international context.

### **Alomorf.com** **Writer and Event Coordinator**

**December 2018 - August 2021**

Alomorf.com is a website that serves as a platform for writers and readers to come together in one space. I contribute as a writer on Alomorf.com, actively involved in creating content for the platform. Moreover, I had the opportunity to play a significant role in the website's official launch event, serving as both an artistic contributor and the master of ceremonies. This allowed me to showcase my creative abilities while contributing to the successful introduction of the website, creating a memorable and engaging experience for the audience.

### **PT. Arkadia Media Digital TBK** **Suara.com Social Media Officer**

**October 2021 - March 2022**

Scheduling, creating, and assessing content for the company's social media platforms. This role hones my creativity and demonstrates positive advancement in each period. Audience engagement and the company's social media insights have increased by 0.5% per period. Furthermore, social media followers have risen by 211 within a 3-month timeframe. This job has also familiarized me with tasks such as copywriting, voiceovers, video editing, and graphic design.

**Munca Coffee and Space****February 2022 - November 2023****Barista and Event Coordinator**

As a barista, I am responsible for serving various types of coffee and non-coffee beverages to customers in accordance with established standards. Additionally, I am actively involved in crafting and creating new drink menus while maintaining cleanliness and orderliness in the bar area.

In my role as an event coordinator, I am accountable for planning, organizing, and executing various events and gatherings at Munca Coffee and Space. This includes planning food and beverage menus, decorations, entertainment, as well as event promotions. During my tenure, I successfully increased product sales by 38,34% through the execution of engaging and innovative events. I have consistently maintained customer satisfaction through excellent service and consistent product quality.

**House Of Tjihapit****December 2023 - February 2024****Barista and Digital Marketing**

In overcoming the lack of human resources, I got a dual role, namely as a barista and digital marketing. This got me trained in time management. As a barista, I keep working on my skills so that I can continue to grow. As a digital marketer, I was able to increase turnover by 40% in the last two months, as well as increase Instagram and TikTok insights. This is the best achievement in the House of Tjihapit during their 4 years of existence. In this task, I fix a lot of ambiguous and inconsistent identities by creating brand identity, brand guidelines, and reintroduction to audiences.

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**EDUCATION****Telkom University****2022**

I Graduate of a Bachelor's degree in Communication Science from the Faculty of Business Communication, with a GPA of 3.5

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**STRENGTHS AND SKILLS****EXPERT**

Microsoft Office Word, Microsoft Office Excel, Google Sheet, Copy Writing, Content Editing, Public Speaking.

**BASIC**

Digital Marketing, Voice Overing, Adobe Photoshop, Adobe Premier Pro, Corel Draw

**INTERMEDIATE**

Adobe After Effect, Adobe Illustrator, Accounting

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**PORTOFOLIO**  
**SCAN HERE**

