

# DISKA PRIANDINI

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Jakarta Selatan

Communication Studies graduate (B.A.) with 4 years of experience in Marketing and Brand Communication. Proven ability in managing Key Opinion Leader (KOL) campaigns, music events, social media projects, and content creation with successful achievement of performance targets. Completed internship at Indofood Bogasari Cibitung (Marketing Division). Skilled in branding, communication strategy, and social media management.

## Education Level

Universitas Majalengka - Indonesia

Aug 2021 - Sep 2025 (Expected)

Bachelor's Degree in Communication Studies

- 2nd Place, Motivation Contest, Majalengka Regency (2023)
- 3rd Place, Political Debate, Faculty of Social and Political Sciences (2024)
- Top 10 Duta Lingkungan Hidup Jawa Barat (2024 Period)
- Journal on "Pemberdayaan UMKM dengan TikTok Ads: Pendekatan Pemasaran Digital pada Central Bedug di Desa Lebak Mekar, Kabupaten Cirebon"

## Work Experiences

This Future (Self-initiated Project) - Majalengka, Indonesia

- Present

Founder & Project Manager

Managed independent marketing campaigns for music and event promotion.

- Adikara – Single “Kembali”: Coordinated 50 Key Opinion Leaders (KOLs) for digital promotion.
- Ungu – Music Release Campaign: Engaged 30 KOLs to maximize reach and visibility.
- Hiphoria Fest – “The Coolest Gen Z Concert in Majalengka”: Led social media campaign with 10 nano KOLs, achieving an average of 200K views.

Hiphoria.fest - Majalengka, Indonesia

Jan 2025 - Sep 2025

Social Media Specialist & Content Creator

- Managed social media strategy and content creation for music concert promotion.
- Executed campaign plans including Key Opinion Leader (KOL) collaborations and audience engagement initiatives.
- Developed creative content (visual & copywriting) to boost awareness and ticket sales.
- Successfully achieved target KPIs in reach, engagement, and ticket conversion.

Managed TikTok creators @laylatanlar and @himaaau - Majalengka, Indonesia

Feb 2021 - Present

Content Creator Manager

Overseeing content strategy and brand collaborations.

- Assisted in negotiating and securing partnerships with brands, ensuring alignment with creators' image and audience.
- Developed and managed rate cards, helping creators determine fair value for brand deals.
- Advised on brand suitability and campaign selection to maximize both audience engagement and creator-brand synergy.
- Coordinated with brands and creators to deliver campaign requirements and achieve marketing objectives.

Indofood Sukses Makmur Tbk (Bogasari Cibitung) - Bekasi, Indonesia

Nov 2024 - Feb 2025

Internship - Marketing Division

- Supported branding and promotional activities for leading flour brands.
- Assisted in marketing strategy, campaign execution, and market analysis.

## Skills

- **Marketing & Social Media:** Social Media Strategy, Campaign Management, KOL/Influencer Marketing, Content Creation, Digital Copywriting, Social Media Analytics, Community Management, Paid Social Advertising (TikTok Ads & Meta Ads).
- **Managerial & Strategic:** Project Management, Negotiation, Strategic Planning, Brand Partnership.
- **Tools & Platforms:** Canva, CapCut, Pics Art, Meta Business Suite, TikTok Creator Tools.