

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.

Work Experiences

Cool panda - Pluit - Jakarta utara

Nov 2025 - Present

Talent Manager

Cool Panda Agency is a TikTok Live agency focused on recruiting, managing, and developing live streaming hosts by providing structured guidance, performance monitoring, and strategic support to increase engagement, audience retention, and virtual gift revenue (diamonds), while ensuring hosts meet platform standards and agency KPIs to achieve sustainable growth within the TikTok Live ecosystem.

- Successfully achieved monthly targets, including 30,000+ diamonds increase and onboarding 20 active hosts within one month.
- Recruited and scouted potential live streaming hosts with strong talent and growth potential.
- Developed host performance strategies and daily monitoring to achieve company KPIs.
- Managed and supervised live streaming hosts to ensure performance quality and platform compliance.
- Provided guidance, performance evaluation, and motivation to hosts to improve consistency, engagement, and revenue growth.

Hiphoria.fest - Majalengka

Nov 2024 - Feb 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.

This Future (Self-initiated Project) - Majalengka

Feb 2025 - 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.

Managed TikTok creators @laylatanlar and @himaaau - Majalengka

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) - Kawasan Industri MM2100, Jl. Selayar No. 9, Mekarwangi, Cikarang Barat, Kabupaten Bekasi, Jawa Barat

Nov 2024 - Feb 2025

Internship – Marketing Division

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

Education Level

Universitas majalengka - Majalengka

Aug 2021 - Sep 2025

Bachelor

- 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,

Organisational Experience

Hmps Ilmu Komunikasi - Chief Executive, First Charity Concert, Universitas Majalengka

Dec 2021 - May 2022

Ex-Internal and Sponsorship Division

- Initiated and led the first charity concert in Universitas Majalengka.
- Built sponsorship collaborations with 7 local coffee shops in Majalengka.
- Managed a cross-functional team to execute the event successfully.
- Fundraised and directed proceeds to social causes (charity).