

KANSHA HASRI AINUN

kanshaainun2@gmail.com | (+62) 87721233174 | [linkedin.com/in/kanshahasriainun](https://www.linkedin.com/in/kanshahasriainun) | bit.ly/kanshaporto

A sixth semesters student from Universitas Jember majoring in International Relations. Self-motivated person with a growth mindset, adaptable to all challenging situations, and able to lead and be led in teamwork. Highly motivated to develop communication and leadership skills. Have an interest in the field of public relations, social media, marketing, content writing, community service, and community empowerment, and participated in several professional pieces of training on social media and marketing.

EXPERIENCE

Telkom Indonesia – Semarang

Journalist and Secretary Intern (September 2022 – December 2022)

- Work closely with General Manager Witel SM team, managed to draft news, documentation, and copywriting about the activity of the General Manager and the employee in Telkom Regional Semarang
- Succeeded released 3+ articles per week in the Portal Berita Telkom
- **Success in publishing articles about Telkom in several mass media** such as **Suara Merdeka, Jatengaja, Jatengdaily**, etc.
- Manage event plan for General Manager Telkom Semarang farewell
- Organizing weekly events as a whole in various aspects of needs.

International Relations Club

Founder and Content Creator (August 2021 – present)

- Success to **increase followers on Instagram 2.600+, Tik Tok 5.000+, and YouTube 10.600+** in one year.
- Analyzed audience, target market, content engagement, and content research
- Write content regarding human rights, social culture, and global issues. Creative thinking skills are needed to understand which content suits the current trend and condition.
- **Collaborate with several communities** concerned about economic, political, and international issues to promote their project.
- Successfully gained **1 Million viewer engagements on Instagram Reels, TikTok, and YouTube Short**.

Indonesia Youth Foundation

Digital Marketing (October 2022 – Present)

- Research and write **2+ pieces of content** per month.
- Success to **increase followers to 13.600 (0,8%+ or 1000+ accounts)** on **Instagram** and **increase to 10.045 accounts reached (20,3%+)** from engagement in **2 months**.
- Collaborate with **7+ communities** per month to promote their event and project.

Kejar Mimpi by Cimb Niaga

Marketing Staff (October 2022 – December 2022)

- Invited **20** students from reputable universities as **speakers** for the edufair event.
- **Initiated** the edufair event for **the first time** with Indonesian student **speakers** studying from **8 different countries**.
- Design **3+ content** to promote Kejar Mimpi programs and increase engagement.
- Successfully gained **500+ edufair registrants** and **700+ new followers** with content engagement.

1000 Free Masker Charity X Ammarastore

Event Organizer (2020)

- Successfully seeking funding from external parties either through sponsorship or donations.
- Manage to run the entire series of events.
- Organizing the event as a whole in various aspects of needs.
- Make a program budget to be implemented.

EDUCATION

University of Jember (2020 - 2024)

Bachelor of International Relations - GPA 3.57/4.00

Open University (2020 - 2024)

Bachelor of Food Tech - GPA 3.48/4.00

Al Izzah International Boarding School (2017-2020)

Senior High School

- Top 10 National Biology Medical Olympiad
- Representing the Batu City debate team at the provincial level

ORGANIZATIONAL EXPERIENCE

FPCI Chapter UNEJ

Public Relations and Media Staff (July 2022 – present)

- **Initiated the establishment** of the Unej FPCI Chapter.

- Establish **partnerships with 15+** other FPCI Chapters and **other media partners**.
- Handle all FPCI design needs from Instagram content to events, such as posters, name tags, lanyards, etc.

Intra-school Students Organization (OSIS)

Chief of Entrepreneur Department (2018 - 2019)

- **Coordinated 5 staff** in the entrepreneur department and **encouraged them to be project leaders**.
- Succeed to make **organization income Rp15.000.000,00 per week**.
- **Arrange an innovative workshop** for all students in Al Izzah International High School by making collaboration with Event Organizer Department to invite one of the businessmen in this project.
- Monthly retrospective with the team.

Zistion Fest 2019

Head in charge of the halal pop market

- **Held a workshop with Teuku Wisnu, and Mario Irwinsyah** about business, thinking positively, and being a good Muslim.
- **Coordinated and Lead 15 staff** to run the Halal Pop Market project at Zistion Fest.
- **Succeed make the organization finance surplus up to Rp10.000.000,00** from cash, sponsorship, and other financial assistance.
- Wrote the explanation MoU for the tenant.
- **Handle up to 40 tenants** in the festival for 3 days.

Intra-school Students Organization (OSIS)

Treasurer of the Entrepreneur Department (2017 - 2018)

- Responsible for the smooth circulation of funds for the Entrepreneur Department.
- Planning other sources of funding that provide income.

SKILLS, ACHIEVEMENT & EVENT EXPERIENCE

Skills: Public Speaking, Digital Marketing, Problem Solving, Time Management, Teamwork

- **1st Winner (2021)** - Indonesia Independence Content Challenge by Kejar Mimpi Bali
- **1st Winner (2021)** - Indonesia Independence Poster Contest by Kejar Mimpi Sukabumi
- **1st Winner (2021)** - Espoir 6 Days Content Challenge by UGM
- **CIFP International Conference (2022)** - Invited Participant, representative of FPCI Chapter UNEJ
- **Awardee of Loreal Boost Scholarship (2023)** from Loreal.
- **Creator of 1000 Content Event (2021)** – One of the contributors to the creation of 1000 content by Pemimpin.id
- **Best participant (2022)** – Get in Depth Lokalate Internship Kampus Merdeka by Nutrihub Semarang
- **Pioneer of the 1000 free masks movement x Ammarastore (2020)** - raising funds to distribute free masks
- **Certificate Digital Marketing (2022)** - Revou Mini Course
- **Certificate Product Management (2023)** - Revou Mini Course