

Talitha Aurora Nadenggan Siregar

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PROFILE

Creative and **detail oriented aspiring multimedia professional** with experience in **content creation and visual storytelling**. Skilled in **editing & design tools, copywriting, content planner**. **Strong communication, creative, and multitasking**.

KEY SKILLS & COMPETENCIES

Creative Tools (Figma, Canva, CapCut), Project Management (Trello, Notion), Google Analytics & Performance Tracking, Video/Photo Editing & Design, Visual Storytelling & Concept Planning, Social Media Content Design & Copywriting, On-site Photography/Videography Assistance, Communication, and Teamwork.

EDUCATION

UNIVERSITAS PEMBANGUNAN NASIONAL "VETERAN" JAWA TIMUR

Bachelor of Informatics, GPA 3.94/4.00

Aug 2021 - June 2025

- 3rd Winner of Web Programming Competition
- Back-end Developer Member of Google Developer Students Club UPNVJT.
- Member of Informatics Learning Community.

BANGKIT ACADEMY 2023 BATCH 2

Machine Learning Path

Aug 2023 - Jan 2024

- **Top 20 Best Videos** of Soft Skill Challenge "Growth Mindset vs Fixed Mindset".
- Cohort of The Week.
- 1.000 Most Active Students in the ILT session (Tech and Softskills).
- Top 1,000 performing students in English courses & tests.

SMA N 1 KEBUMEN

Science, 89.00/100.00

2018 - 2021

RELEVANT EXPERIENCE

PERSONAL FOOD BUSINESS (CIPIT CEMIL)

Content Creator

- Planned and executed **on-site photo and video shoots (Instagram Reels & TikTok)** for promoting products.
- **Edited videos** for engagement using **CapCut**.
- **Design poster** for engagement using **Canva**.
- **Monitored engagement metrics** to improve content performance.

MEDIA DIVISION - MP-MBKM UPN VETERAN JAWA TIMUR

Vice Chairman

- **Led 7 members** and collaborated to create **30+ social media posts**.
- **Brainstormed visual concepts** and directed from pre production to post production.
- Used **Figma**, **Canva**, and **CapCut** for designing and editing multimedia content.
- **Maintained editorial calendar** to ensure timely delivery of content.

TOP 20 BEST VIDEO - BANGKIT ACADEMY 2023

Soft Skill Video: "Growth Mindset vs Fixed Mindset"

- **Concepted**, **wrote script**, and **edited** a soft skill educational video.
- Used **CapCut** for **editing video**.
- Ranked as Top 20 Best Videos.

ORGANIZATIONS AND SOCIAL PROJECT

MP-MBKM UPN "VETERAN" JAWA TIMUR

Vice Chairman of Media Division

Sept 2022 - May 2023

- Led a creative team to **maintain brand consistency** across **30+ Instagram posts**.
- **Coordinated with other divisions** to align content with campaign goals.

BEM FACULTY OF COMPUTER SCIENCE

Secretary of Community Service Division

May 2022 - April 2023

- Documented and compiled the results of meetings for community service activities.
- Organize, manage, and store documents (proposals, activity reports, and other administrative documents) with Microsoft Word & Excel.

SOSIALIZATION MBKM AT FACULTY OF COMPUTER SCIENCE

Head of Event Division

February 2023

- Led and manage the 5 staffs of event division.
- Assisted and directed 8 company.
- Successfully get 100+ participants.

FUN DAY WITH FASILKOM

Chief Executive

July 2022 - Sept 2022

- **Led 22 staffs of 5 sub-divisions** (Event, Design & Documentation, Health & Consumption, Equipment & Logistics, and Funding).
- Successfully reach the target, 95% participant understand the knowledge.
- Successfully **collaborated** with Dinas Sosial Kota Surabaya and UPTD Kampung Anak Negeri.

PROJECTS

For detailed about my project, click this [**Creative Portfolio**](#) & [**Social Portfolio**](#).