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HELLO! I'M

# Nur Sakinah

## Social Media & Meta Ads Specialist

**"Helping brands grow through strategic content, data-driven ads, and meaningful engagement."**



### EXPERIENCES

#### Social Media Strategist & Meta Ads Specialist

Specialized in content strategy, audience growth, and performance-based advertising across Instagram and Facebook.

Developed and managed social media campaigns for brands and small businesses, focusing on engagement, brand visibility, and conversion optimization. Experienced in campaign structuring, audience targeting, A/B testing, and performance analysis using Meta Ads Manager.

#### Freelance Social Media Manager

Planned and executed monthly content calendars, including feed posts, reels, and promotional campaigns.

Managed community engagement through comment and direct message handling to strengthen brand relationships.

Launched and optimized paid advertising campaigns to improve reach, reduce cost per click, and increase return on ad spend.

Delivered performance reports with actionable insights to support continuous growth and strategy refinement.

### INITIATIVES

#### Social Media Growth & Content Strategy Implementation

Duration: 4 months —

Role: Social Media Strategist & Content Manager

Developed and executed a structured content strategy to improve brand visibility and engagement on Instagram and Facebook.

Created monthly content calendars, including educational posts, promotional campaigns, and short-form video content.

Implemented engagement-focused caption frameworks and hashtag research to optimize reach and audience interaction.

Achieved measurable growth in engagement rate, reach, and profile visits through consistent optimization and data analysis.

#### Meta Ads Campaign & Conversion Optimization

Duration: 3 months —

Role: Meta Ads Specialist —

Planned and launched structured Meta Ads campaigns using Campaign → Ad Set → Ad framework.

Conducted audience research, including interest targeting, custom audiences, and retargeting strategies.

Performed A/B testing on creatives and copy to improve CTR and reduce cost per result.

Monitored performance metrics such as CPC, CPM, CTR, and ROAS, delivering optimization strategies to maximize advertising efficiency and conversions. CTR, and ROAS, delivering optimization strategies to maximize advertising efficiency and conversions.

### SKILLS

#### Social Media Strategy

Content planning & calendar development  
Audience research & brand positioning  
Engagement strategy & community management  
Trend analysis & short-form video strategy

#### Content Creation & Copywriting

Caption writing (AIDA & storytelling framework)  
Hook optimization for Reels & short videos  
Hashtag research & keyword optimization  
Visual content design (feed, carousel, reels cover)

#### Meta Ads & Paid Campaigns

Campaign structuring (Campaign - Ad Set - Ad)  
Audience targeting (Interest, Custom, Lookalike)  
A/B testing & creative optimization  
CTR, CPC, CPM & ROAS analysis  
Retargeting & conversion strategy

#### Tools & Platforms

Meta Business Suite  
Meta Ads Manager  
Canva  
CapCut  
Instagram & Facebook Insights  
Google Analytics