

PUTRI SHOFI NABILAH

CREATIVE CONTENT WRITER

putrishofin@gmail.com | +62-8584- 3378 - 793 |

Media expertise with 2 years of experience in the Creative Industry. Skilled in content research, content writing, and content production. Results-oriented and highly adaptable. Motivated to contribute to a dynamic team and achieve business objectives.

AREA OF EXPERTISE

Data Research	Content Production	Academic Writing
Content Writing	Creative Writing	Journalism

KEY ACHIEVEMENTS

- As the event leader for KFEST, I am responsible for organizing and managing an event with 1500 attendees and 8 speakers. It is a challenging but rewarding task that requires thorough planning and preparation.
- Producing a YouTube video content on kece media channel titled "Kelas Tutorial - 5 Minutes Logo Design Using Canva" with 31K views
- Having a YouTube podcast program “Break the Rules” with inclusive content featuring students with disabilities from UNESA and the general public

WORK EXPERIENCE

Directorate of Branding, Marketing and Media, Universitas Negeri Surabaya	Feb, 2022 - Present
<ul style="list-style-type: none">Part of the research and creative team responsible for conducting research, writing content, covering news, and directing audiovisual production processes.Part of the stage team responsible for coordinating each agenda activity according to the rundown.	
Social Media Specialist Freelance	2024
<ul style="list-style-type: none">Managed social media accounts for @wisatasetigi, @kebunpakinggih (Instagram), and @wisatasekapuk (TikTok). Duties included content planning, creation, and analytics to inform future strategy.	
Gapura Magazine, Surabaya City Government	2020-2022
<ul style="list-style-type: none">News contributor responsible for covering and writing news articles in Surabaya	

EDUCATION

Magister Communication Studies	Aug 2023 - Present
Universitas Pembangunan Nasional “Veteran” Jawa Timur	
<ul style="list-style-type: none">Major in Digital Marketing	
Bachelor of Communication Studies	July 2017- July 2021
Universitas Negeri Surabaya	
<ul style="list-style-type: none">Major in Communication DevelopmentThesis on “A Community-Based Social Marketing Analysis of GENRE Program”	

PUTRI SHOFI NABILAH

CREATIVE CONTENT WRITER

putrishofin@gmail.com | +62-8584- 3378 - 793 |

Media expertise with 2 years of experience in the Creative Industry. Skilled in content research, content writing, and content production. Results-oriented and highly adaptable. Motivated to contribute to a dynamic team and achieve business objectives.

ACTIVITY

- Presenter at The 2nd International Conference & Workshop on Character and Diversity at Universitas Brawijaya (2024)
- Participant at 29th Asian Media Information and Communication Center (AMIC) Annual Conference at Universitas Padjajaran (2023)
- Head of Research and Development Division, Lantara Community (2022-2023)
- President of the Student Press Agency (LPM KTM), Department of Communication, Universitas Negeri Surabaya (2019-2020)

PUBLICATIONS AND INTELLECTUAL PROPERTY

- Analisis Pendewasaan Usia Perkawainan dalam Program Genre oleh Dinas KBPPPA Kabupaten Gresik Melalui Perspektif Community-Based Social Marketing - The Commercium 2021
- Video Podcast Training as A Means to Form Personal Branding of Students with Special Needs - IJCAH 2023
- Perempuan Melewati Batas | Break The Rules - Pencatatan Ciptaan Karya Rekaman Video

ADDITIONAL INFORMATION

- **Languages:** English.
- **Certifications:** Microsoft Office Specialist: Excel Associate (Office 2019)