

# Creative Portfolio

Shabrina Fildzah Andini



# about me

Hi everyone I'm Shabrina!

Graduated with predicate Magna Cum laude from President University, Bachelor of Arts in Communications, with concentration in Public Relations. Experience in Human Resource and General Affairs field. Enthusiastic about learning and detail-oriented with a keen aspiration to work in E-commerce, FMCG, or Start-ups. Proficient in Social Media management, Public Relations, Event Coordination, Digital Marketing, Copywriting, Public Speaking, and Human Resource Management.



# Shabrina Fildzah Andini



## LANGUAGE

Indonesia



English



Korean



## WORK EXPERIENCE

PT. Nippisun Indonesia | HR & GA Intern

2022-2023

## EDUCATION

President University

2020-2023

SMAN 1 Cikarang Pusat

2017-2020

## PROJECTS/EVENTS

STO 2022 | Head of PR Division

2022

TalkShow | Project Manager

2021

PYLC | Public Relation

2021

Interact | Public Relation

2021

STO 2021 | Public Relaton

2021

Media Goes to Campus | Secretary

2021

## ORGANIZATION EXPERIENCE

HIMA Comm | General Secretary

2021

## COURSE

Korean Language Course

2020-2022

Japanese Language Course

2021-2023

## SKILLS

Public Speaking



Adaptability



Social Media Management



Content Writing



Time Management



Negotiation



Creative



Multi Tasking



@sha.brinaa



Shabrina Fildzah Andini



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# education



## PRESIDENT UNIVERSITY COMMUNICATIONS | 2020-2023

While focused on my bachelor degree and earning the honor Magna Cum Laude with the GPA of 3,88/4,00, I also active in non academical activity such as HIMA as General Secretary, volunteering in mental health campaign with my team, and was appointed as Project Manager for lecturer's project



# work experience

## HR & GA intern

- Assisted in recruitment process, including administering, and scoring recruitment test for 10+ candidates.
- Managed health insurance (BPJS Kesehatan) for employees.
- Managed company inventory and compiled detailed summaries.
- Managed procurement activities, including purchase request, purchase order, and payment instructions.
- Acted as communicator/speaker for CSR project focusing on self and skill development.
- Handled attendance and data input for all employees.



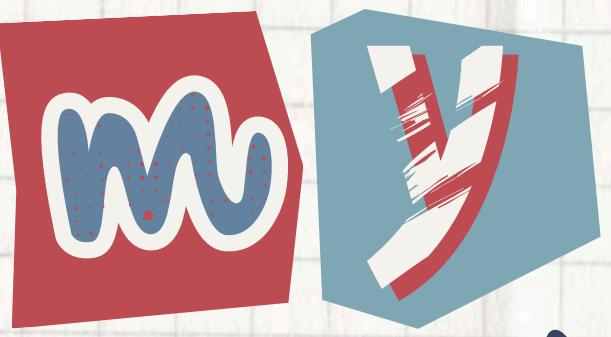
# personal skills

Creativity

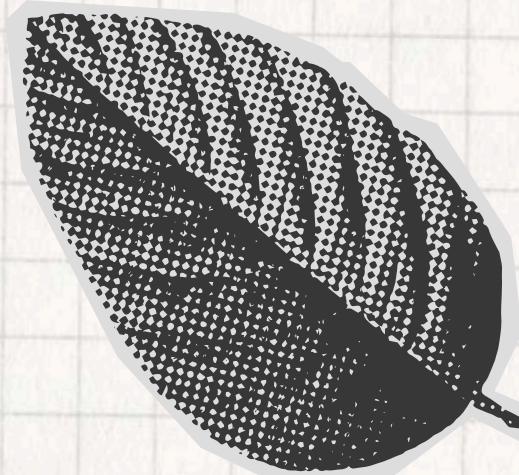
Social media management

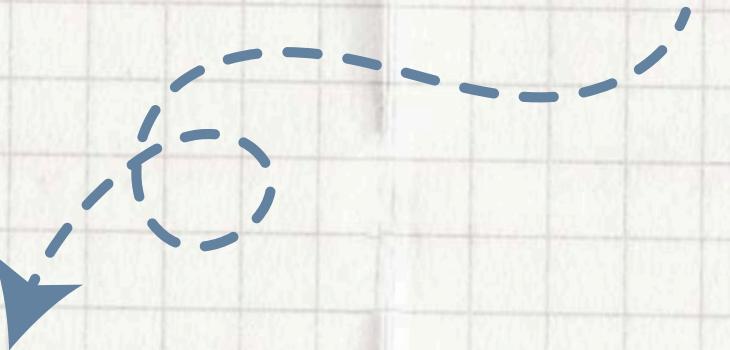
Public Speaking





# CERTIFICATE



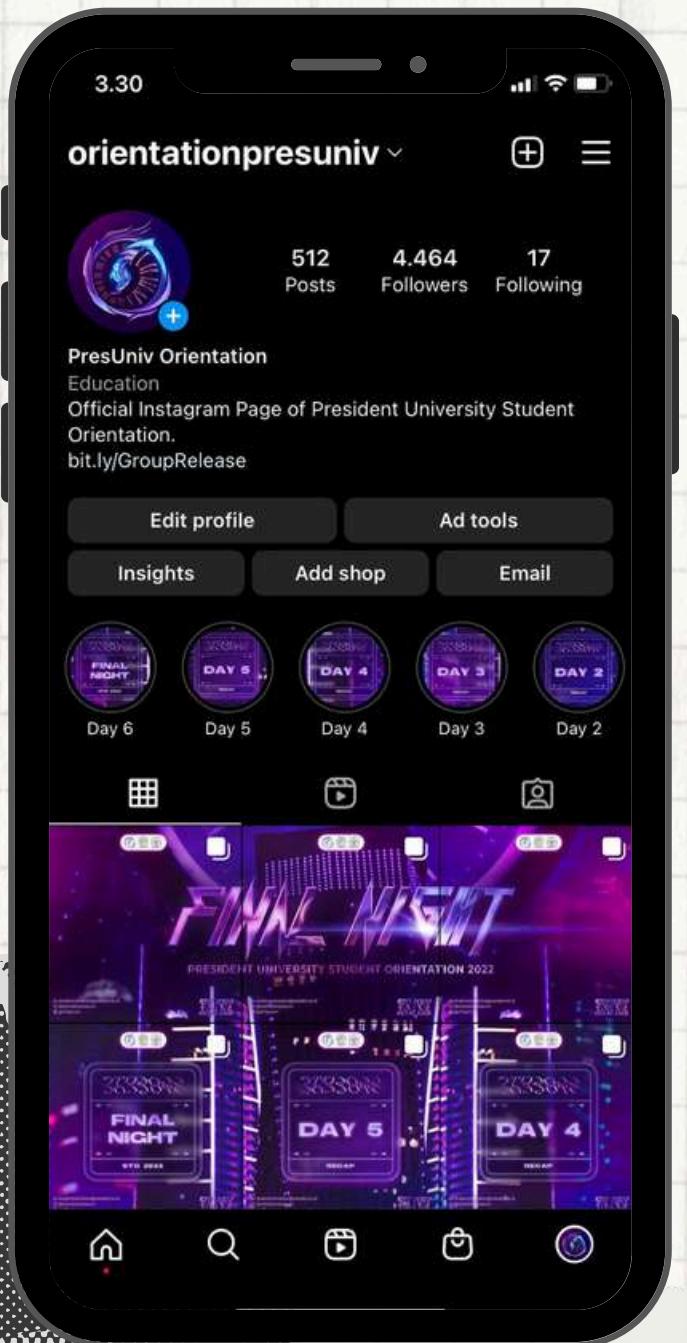


## Projects & Events

I spend my 3 years of university life by participating in several projects and events while enriching experiences and knowledge.



# event



## Student Orientation 2022

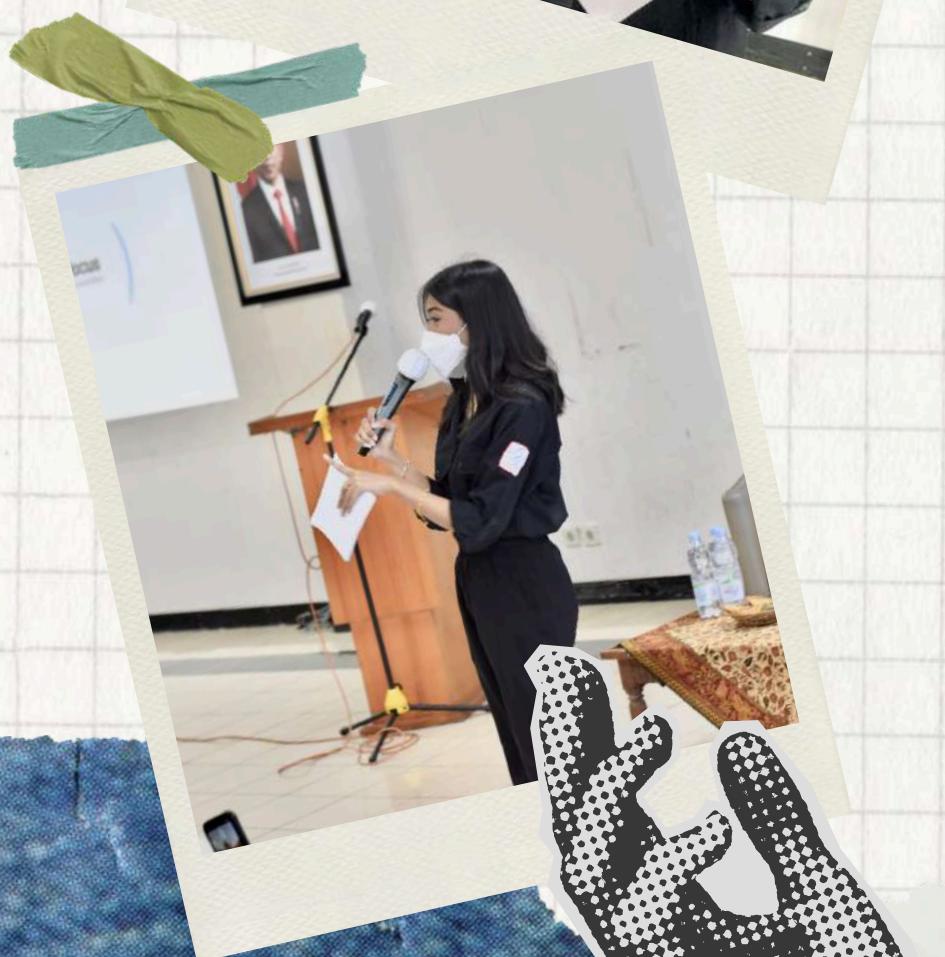
Served as Head of Public relation, Social Media Specialist, Master of Ceremony, content writer and Moderator in President University Student Orientation 2022





## YOUSAIID CAMPAIGN

Served as Secretary & Public Relation to Handled social media and lead seminar as master of ceremony. YouSaid campaign is supported by Forum Anak and Walikota Administrasi Jakarta Utara.

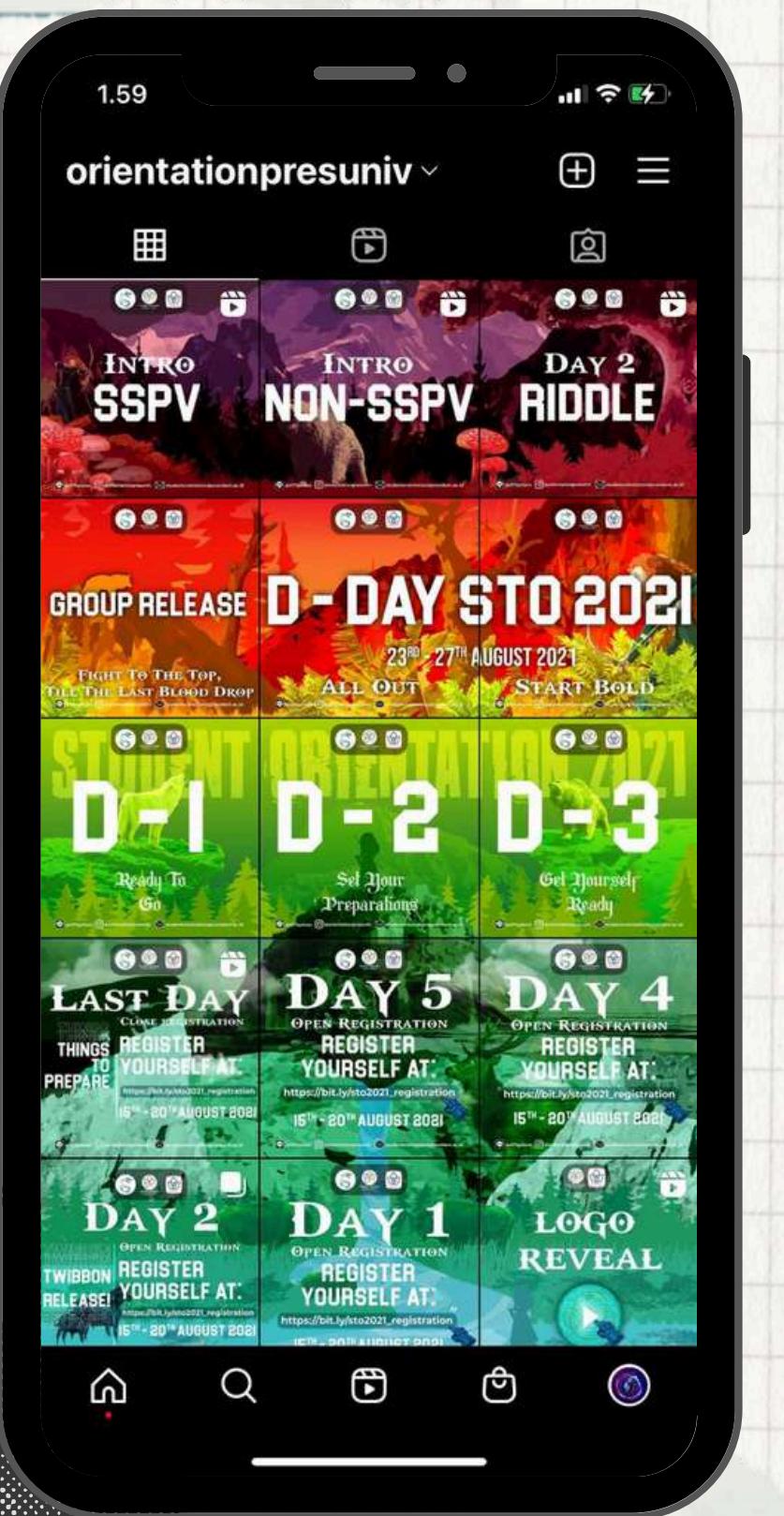




## INTERACT 2022

Handled social media, created content, and monitored account engagement. Served as Public Relation, Moderator and Master of Ceremony for Interactive Communication Training





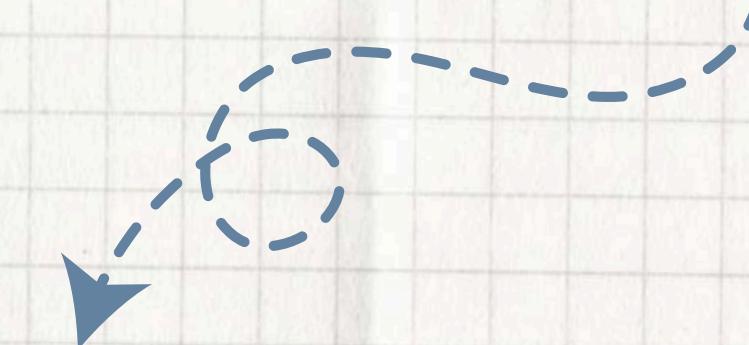
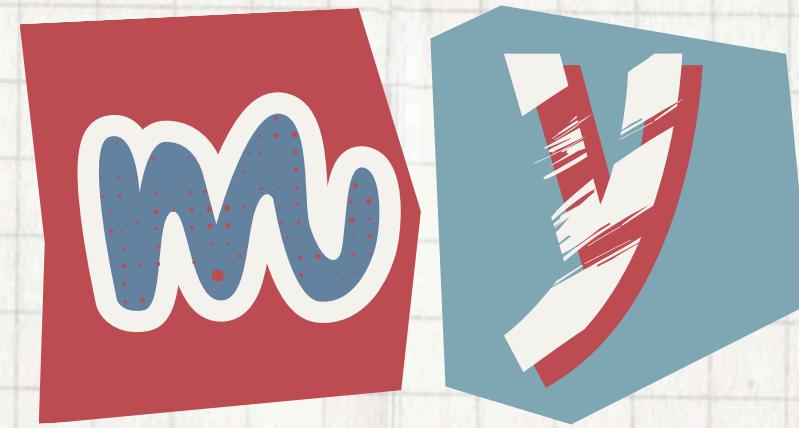
## Student Orientation 2021

Served as Public relation, Social Media Specialist, Master of Ceremony, content writer and Moderator in President University Student Orientation 2021



event

# PR CONTENT DESIGN

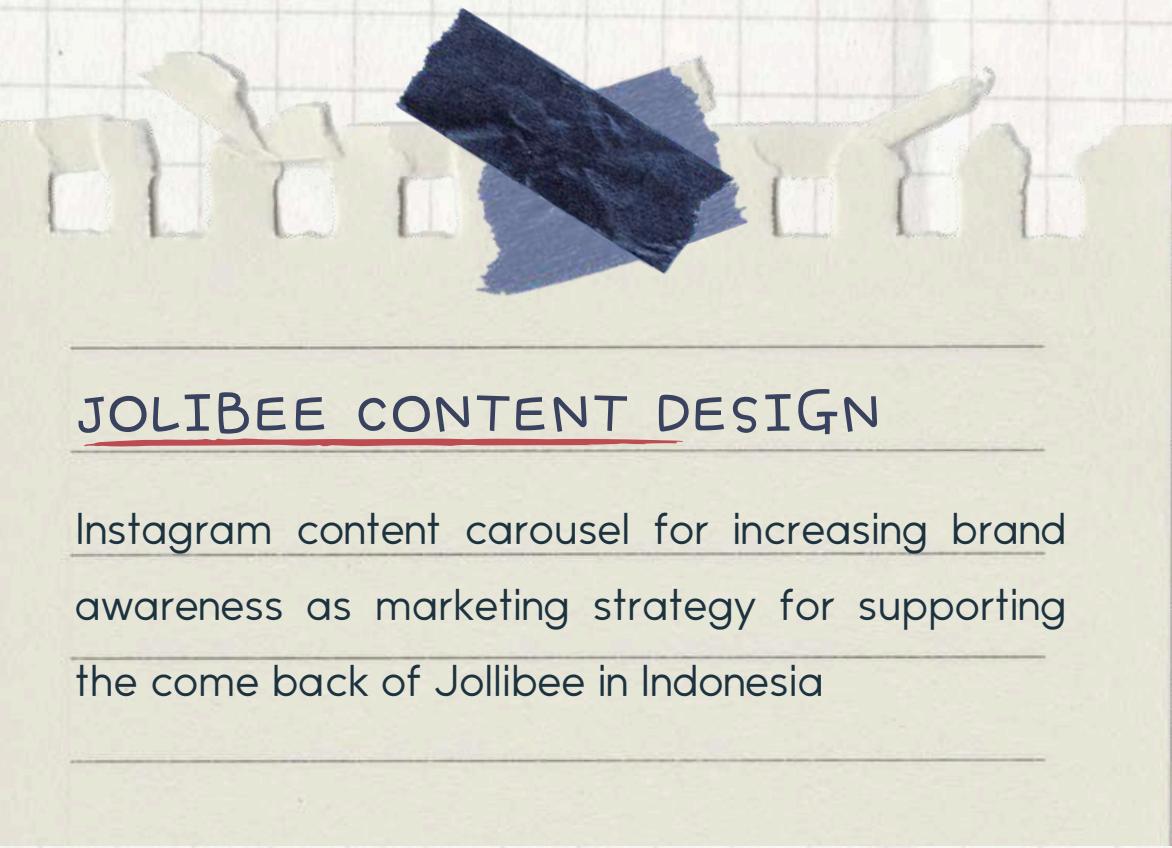


# Jollibee Mock-up



# OLIBEE CONTENT DESIGN

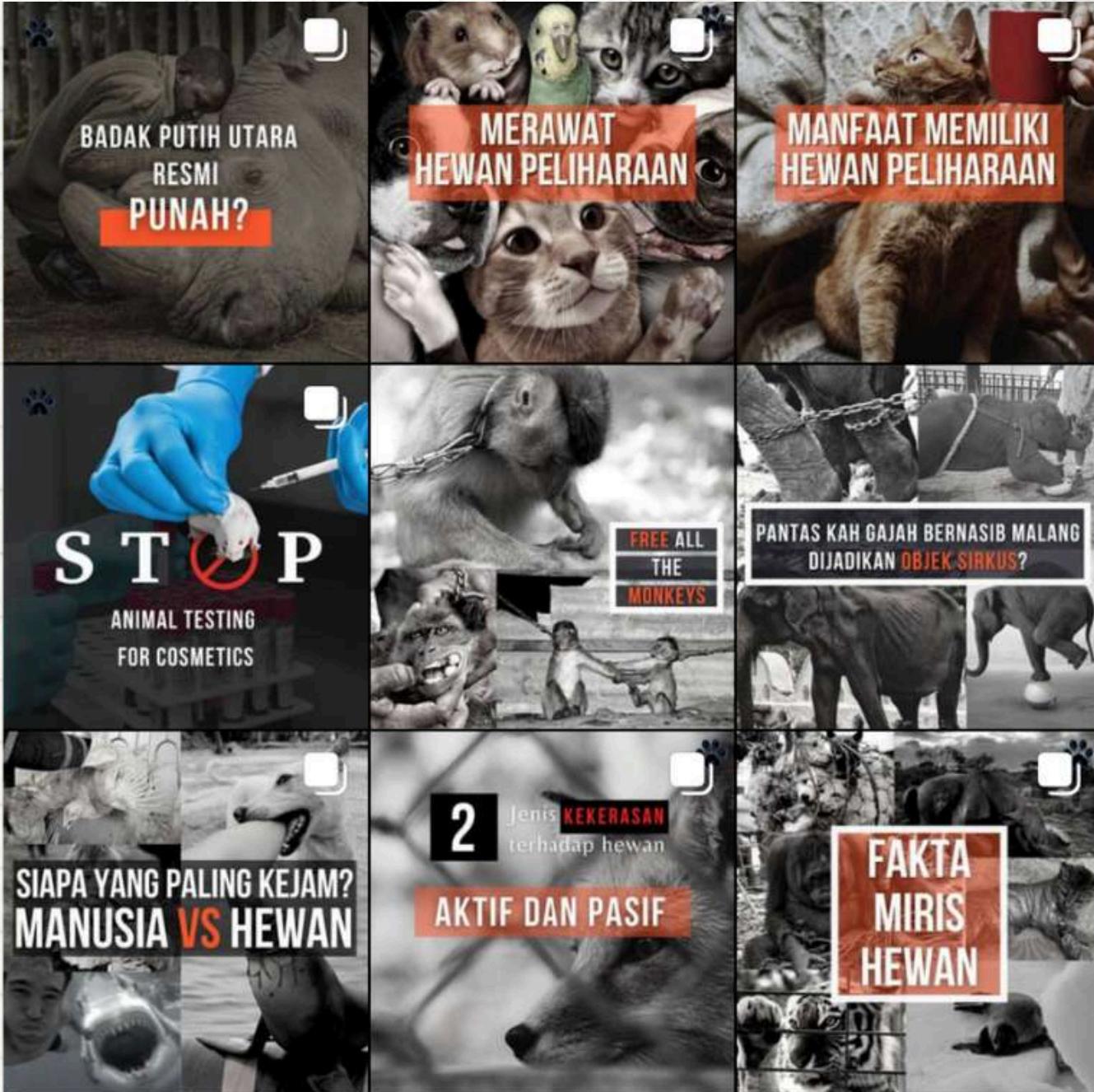
Instagram content carousel for increasing brand awareness as marketing strategy for supporting the come back of Jollibee in Indonesia



# Campaign Content

## SAYANG BINATANG CAMPAIGN

Instagram content carousel for increasing awareness campaign stand against animal abusive within 1 month



# Let's

## WORK TOGETHER



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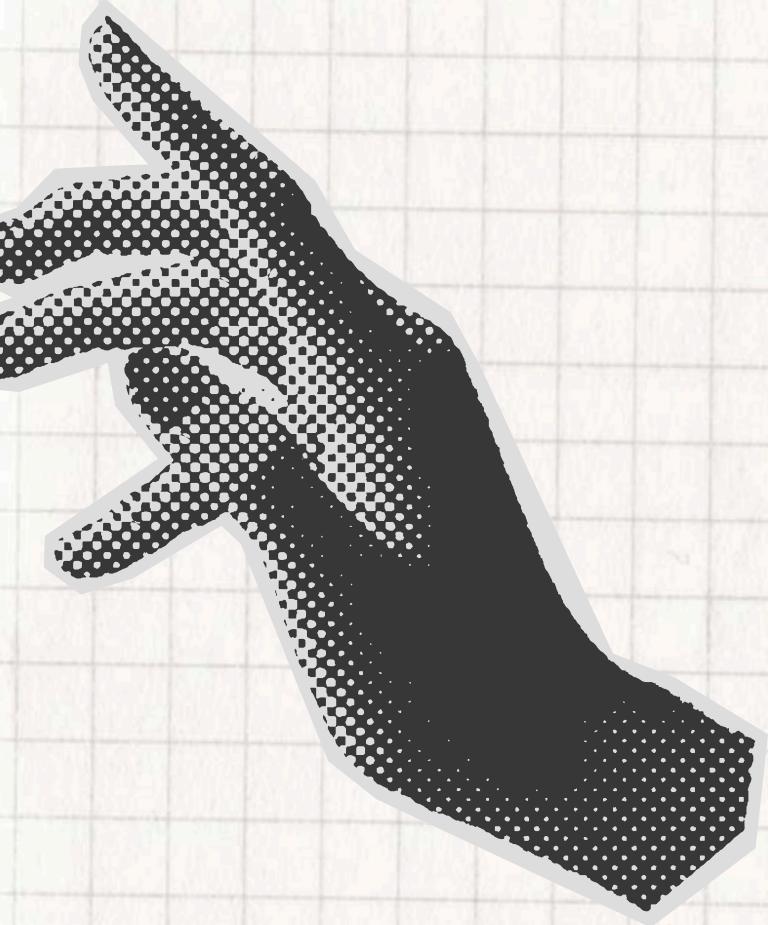
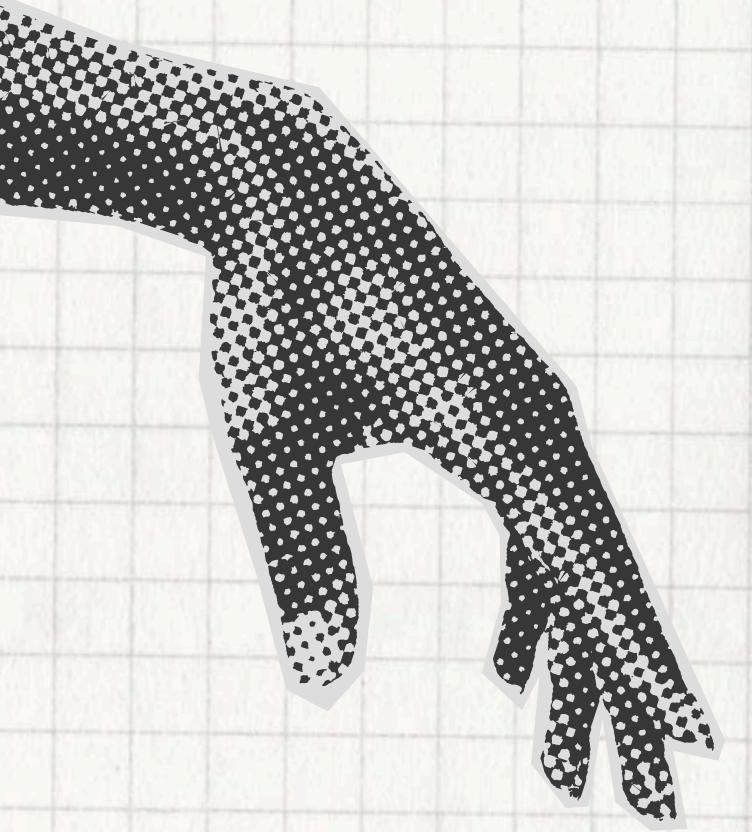
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shabrinaandinii@gmail.com



Thank you



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