SYIFA FAUZIYAH ARIZAL

CONTACT

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- 📍 Purwakarta, West Java
- 🗓️ Bandung, April 13, 2005
- in Syifa Fauziyah Arizal

SUMMARY

A Computer Science student with strong skills in customer service, digital marketing, content editing, and administration. Experienced in managing social media content to boost engagement, designing creative visual content, and developing effective marketing strategies. Possesses excellent interpersonal communication, time management, and adaptability in dynamic work environments. Hardworking, responsible, and committed to delivering optimal results.

EDUCATION

2021 - 2024
MAN PURWAKARTA
Science Major

2024 – Present
UNIVERSITAS SIBER MUHAMMADIYAH
Computer Science

SOFT SKILLS

- Effective time management and scheduling
- Customer-focused interpersonal communication
- Creativity in visual content creation and marketing strategy
- Market trend analysis to improve sales
- Organizational and activity coordination

TECHNICAL SKILLS

- Web Programming: HTML, CSS, JavaScript
- Development Tools: Visual Studio Code
- Microsoft Office: Word, Excel, PowerPoint
- Content Design: Canva
- Video Editing: Alight Motion, CapCut

EXPERIENCE

Social Media Product Marketing — 2021 - 2023
- Assisted in marketing fashion products through Instagram and WhatsApp.
- Created creative visual content using Canva to attract potential customers.
- Conducted performance analysis to increase engagement by up to 30%.

Content Video Editor — 2022 - Present
- Edited videos for social media purposes using Alight Motion and CapCut.
- Designed posters, logos, and visual materials with Canva to boost engagement and brand awareness.

Personal Website Project — 2024
- Designed an interactive personal website using HTML and CSS.
- Created responsive pages, including "About Me," "Portfolio," and "Contact."

Environmental Volunteer — 2023
- Organized a community cleaning activity.
- Developed teamwork and coordination skills.

ADDITIONAL QUALIFICATIONS

- **Customer Service Skills:** Proficient in interacting with customers through social media, understanding their needs, and improving satisfaction.
- **Content Creativity:** Strong understanding of visual design and storytelling techniques to enhance product promotion.
- **Data Analysis:** Skilled in identifying market trends and customer needs through social media insights to optimize marketing strategies.

CERTIFICATIONS AND COURSES

- ITBOX: Full Stack JavaScript Web Developer for Beginners to Advanced (October 2024)