

ZAKI RAMADHIKA

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EXECUTIVE SUMMARY

Undergraduate Informatics Engineering student, who have more interest in software development, social media and also marketing. And my curiosity about the world of software, social media and marketing is deep, and I always try to tap on trends or create new trends in social media.

EDUCATION

Undergraduate Informatics Engineering, UIN Syarif Hidayatullah Jakarta Sept 22 - Present

- GPA: 3.75/4.00 (Currently 3rd semester)
- Relevant Courework: Software Development, Networking, IoT, Database

WORKING EXPERIENCES

Social Media Admin of Salonpas Let's Move, Popcult Group Jan 23 – Present

- Answer every customer question in Direct Message or Comment, by checking the social media account every 15 min, the question from the followers always answered.
- Create some content to increase customer awareness, like create some interactive ig stories, or repost story when the audience mentioned us.
- Recap sponsorship email, in a month there will be a lot of sponsorship email that i must recap, so i usually use google spreadsheet to recap that sponsorship email.

Social Media Admin of Saridon ID, Popcult Group Apr 23 – June 23

- Recapitulated the data of the participants who took part in the #LanjutCariPeluang Saridon giveaway, recording the date, account name, caption, and screenshot when the participant took part in the giveaway.

ORGANIZATIONAL EXPERIENCES

Staff of Event Division, PBAK Informatics Engineering 2023 Jul 23 – Sept 23

- Create and organize the event PBAK Informatics Engineering 2023. Be the time keeper for make sure the event is on time, Try to create the delegates enjoy, by create mini games to increase their bonding.

Staff of Brand and Marketing, Impact Circle 8.0 at AIESEC in UIN Jakarta Nov 23 – Dec 23

- Create digital marketing such as (IG Stories, IG Reels, IG Feeds, Email Marketing) and physical marketing (Open booth and Class Visit) for this event and also promoting to gain participant. And the result we got #190 sign up participant for Impact Circle 8.0

Creative Marketing Team Leader at AIESEC in UIN Jakarta Jan 23 – Present

- Handle the Social Media of AIESEC in UIN Jakarta to upload content that has been created, answering question or message from the followers, and also create content plan to schedule the content who want to upload.
- Make sure every content created align with the brand guideline AIESEC in UIN Jakarta by check every content that has been created, and if the content not align with our brand guideline, the content must to revise untill align with our brand guideline.
- Create general content to increase brand awareness of AIESEC in UIN Jakarta, such as create some content who explain what AIESEC it is? AIESEC goals, and testimony from AIESEC alumnae.
- Market & Trend Research to know what our market needed, by find what hot trends right now in social media and find the issues in our market. So, we can create marketing plan that positions us as the best product/project for our market.

HONORS & AWARDS

- **3RD PLACE IN CONTEST VIRTUAL REALITY (VR) CONTENT AT TARUMANAGARA UNIVERSITY**

Oct 2019

Create Virtual Reality(VR)Content with Unity Studio program.

SKILLS

Language: Indonesia (Native Language), English (Intermediate).

Software: MS Office, Google Spreadsheet, Google Docs, Canva, Figma, Visual Studio Code, Capcut.

Soft Skill: Time Management, Competitive, Hard Worker, Leadership, Adaptation, Decision Making.

Hard Skill: HTML, CSS, Design Graphic, MS Office, Mobile Video Editing.