

ANASTASIA ATHALIA WIDYAGARINI NUGROHO

Bogor, Indonesia | +6282112727114 | anastasiaathalia@gmail.com | www.linkedin.com/in/anastasia-athalia-widyagarini-nugroho-5a9204202 |

Profile

A proactive Communication Science graduate (GPA 3.70/4.00) with a strong passion for marketing, brand activation, and consumer engagement. Experienced in executing digital campaigns, managing social media strategies, and supporting brand awareness initiatives through internships in marketing, PR, and digital content. Adept at analyzing consumer behavior and translating insights into effective marketing content and campaigns. Known for strong communication, collaboration, and attention to detail in delivering impactful brand experiences.

Education

Universitas Brawijaya - Malang, Indonesia

Aug 2019 – Dec 2024

- GPA: 3.7 out of 4.00 (144 credits).
- Bachelor of Science in Communication | GPA: 3.70/4.00

Regina Pacis High School

- Social Sciences Major (2016-2019)

Work Experiences

PT Media Dokter Investama (Halodoc)

Des 2023 – Feb 2024

Social Media Intern

- Supported brand communication efforts by managing daily social media content to maintain consistent brand messaging across platforms.
- Planned and executed an editorial calendar aligned with campaign objectives and audience behavior insights.
- Collaborated cross-functionally with marketing and creative teams to support digital campaign execution.
- Monitored audience responses and engagement patterns to understand consumer behavior and improve content relevance.
- Ensured timely execution of content publishing with high attention to detail.

PT Sewu Segar Primatama (Re.juve Indonesia)

February 2022 – May 2022

SEO Content Writer & Digital Channel Intern

- Created campaign-driven content and copy to support brand positioning across digital platforms.
- Supported consumer behavior research by conducting in-store customer interviews, identifying key personas and behavioral insights to support marketing initiatives.
- Assisted in aligning content execution with ongoing marketing campaigns and brand objectives.
- Coordinated with multiple teams to ensure content consistency and on-time delivery.
- Assisted CRM team with email marketing and WhatsApp blast campaigns to enhance consumer engagement.

TIMES Indonesia

August 2021 – January 2022

Journalist and Social Media Intern

- Conducted interviews and research to develop audience-focused news content.
- Analyzed audience responses and engagement trends to identify content preferences and behavioral patterns.
- Supported digital content activation by adapting news articles into social media and video formats to increase audience reach.

Bank OCBC NISP

January 2021 – June 2021

ICONx Student Ambassador

- Actively supported brand activation initiatives through creative content and campaign execution as a student ambassador.

- Collaborated in a team to plan and execute promotional activities aimed at increasing brand awareness among young audiences.
- Coordinated and executed an “Inspirational Talk” event with 650+ participants, managing speakers, media partners, and event flow.
- Successfully secured collaborations with 9 media partners to maximize campaign exposure.
- Awarded Best Squad 2021 for outstanding contribution and teamwork.

Co-curricular Activities & Leadership

Se7enline Radio

Jan- Dec 2020

Program Director Staff

- Coordinated on-air programs and events, ensuring smooth execution and adherence to schedules.
- Managed event concepts and implementation, including talk shows and collaborative campaigns.
- Demonstrated strong organizational skills by supervising and evaluating 50+ announcers.

Himpunan Mahasiswa Ilmu Komunikasi

Sep – Dec 2019

Public Relation Intern Staff

- Managed social media accounts, handling content posting and live event reporting.
- Coordinated the Himanika Evaluation Meeting and conducted public opinion research to inform future strategies.

Volunteering Activities

PEPARNAS XVII SOLO

Oct 2024

Media PR team

- Supported large-scale event execution by coordinating media relations and press activities.
- Ensured accurate information delivery and smooth communication between stakeholders.
- Monitored media coverage and news sentiment to evaluate and maintain a positive public image of PEPARNAS throughout the event.

Communication In Action

July – Nov 2021

Event Creator Team

- Contributed to brainstorming and implementing online talk show concepts.
- Successfully researched and negotiated with prominent speakers and performers (Farid Stevy and Basboi).

Skills, Achievements & Other Experiences

- **Achievements** (2021) : 2nd Winner of the Podcast Competition (2021) held by Himpunan Mahasiswa Ilmu Komunikasi.
- **Interest** : Lifestyle, Beauty, Health, Pop culture, Finance, Social issues, Food and Beverage.
- **Skills** :
 - Communication : Excellent written & verbal communication, Public Speaking, Negotiation
 - Marketing & Content: Content development & Social Media Strategy, Copywriting, SEO writing
 - Organization & Detailed Oriented : Event planning & Coordination, Timeline & Task Management, High Attention to Detail.
 - Tools: Microsoft Office (Word, PowerPoint), Google Workspace, Wordpress, Mailchimp
 - Languages: English (TOEFL Score: 503).
 - Personal: Highly adaptable, self-starter, and thrives in a deadline-driven and fast-paced environment.