

Najwa Permatasari Nabilah

Duren Sawit, Jakarta Timur

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Final-year Communications Studies student at Universitas Pembangunan Nasional Veteran Jakarta with strong communication, interpersonal, and organizational skills. Experienced in project coordination, stakeholder engagement, and team collaboration, with a proven ability to adapt and perform in dynamic environments. Highly motivated, detail-oriented, and eager to learn, with a strong interest in Human Resources, Talent Acquisition, Employee Engagement, and Learning & Development. Committed to contributing to organizational growth through effective people management and strategic communication.

EDUCATION LEVEL

UPN "Veteran" Jakarta

Jul 2022 - Present

Bachelor Degree Communication Science, GPA: 3.80/4.00

- **Relevant Coursework:** Visual Communication, Manajemen Public Relation, Photography, Creative Advertising, Television Production

WORKING EXPERIENCE

Bank Syariah Nasional

Human Capital Service, Culture and Employee Experience Intern

Feb-Mei 2026

- Assisted in conducting organizational culture assessments across branch offices and headquarters divisions to support culture development initiatives and monitor employee engagement.
- Supported the planning, coordination, and execution of employee experience and culture programs, including Medical Check-Up (MCU) initiatives and employee well-being activities.
- Collaborated in the design, selection, and procurement process of onboarding welcome kits for Customer Service and Teller employees to enhance employee experience and employer branding.
- Developed internal communication materials, including posters, announcements, and digital campaigns, to promote organizational culture initiatives and employee engagement programs.
- Provided administrative support by preparing payment-related documents, including payment orders, deposit slips, and advance payment requests in accordance with internal policies and approval processes.
- Assisted in organizing and facilitating company-wide engagement activities, including executive communication sessions such as CEO Insight live streaming events.

Promo Literasi Prima (Agency)

Marketing Communication, Content Writer Intern

Jul - Okt 2025

- Produced an average of two high-impact content copies per workday for the Instagram accounts @info.paser and @ilmutambang.id, ensuring alignment with audience interests and brand tone.
- Conducted daily news monitoring related to the Paser region, East Kalimantan, to identify relevant topics and emerging local issues for content development.
- Assisted in drafting detailed content descriptions and summaries for weekly and monthly performance reports, contributing to data-driven content evaluation and strategy improvement.

Rombak Media by Tempo Inti Media Tbk

Marketing Communication, Social Media Officer Intern "Marketin"

Mar - Jul 2025

- Conducted thorough research on marketing trends and audience insights to develop strategic, high-engagement social media content.
- Created and optimized Instagram and LinkedIn content, including copywriting, visual refinement, and platform-specific adjustments.
- Managed end-to-end social media operations—scheduling, publishing, monitoring, and performance evaluation—to support brand communication goals.
- Edited short-form video content for multi-platform use and collaborated with team members to ensure consistent branding and messaging.

PT Surya Citra Media (SCTV)

Quality Control Editor Intern

Sept - Des 2024

- Conducted quality control for 150+ local content pieces from multiple regions across Indonesia to ensure readiness for broadcast.
- Verified that all content complied with P3SPS KPI regulations and SCTV broadcasting standards, ensuring zero regulatory violations.
- Executed technical editing tasks, including blur censorship, stock footage replacement, audio synchronization, and precise duration trimming to meet broadcast requirements.

ORGANIZATIONAL EXPERIENCE

FIVE TV UPNVJ

Producer Program BISIX

Jan 2024-Present

- Developed comprehensive project outlines for six episodes, including detailed timelines, budget planning, and resource allocation to ensure efficient production execution.
- Led on-site production operations, coordinating all elements to ensure each episode was produced according to schedule and creative guidelines.
- Delegated tasks strategically to team members, maintaining an organized workflow and ensuring seamless coordination throughout the production process.

Video Editor and Graphic Design

Feb-Des 2024

- Edited a wide range of content—including coverage videos, monthly programs, news segments, and event materials—for Five TV, ensuring consistency with production guidelines.
- Oversaw on-set quality control, monitoring audio and video accuracy during filming to maintain broadcast-ready standards.
- Produced two monthly deliverables in the form of video content and cover designs for the Fivetainment and BISIX programs, optimized for publication on YouTube and Instagram.

Youth Ranger Indonesia Jakarta

Staff Social Media Specialist

Aug 2023-Feb 2024

- Managed TikTok and Instagram accounts for Youth Ranger DKI Jakarta (@youthranger.jkt), overseeing content scheduling, engagement, and platform growth.
- Served as moderator for the IG Live session “Gen Z, Keuangan, dan Kehidupan: Menemukan Keseimbangan yang Tepat,” ensuring a smooth and interactive discussion.
- Contributed creative content ideas aligned with the organization’s social media strategy to increase relevance and audience engagement.
- Featured as on-camera talent in 4 Instagram Reels and 5 TikTok videos within six months, generating a cumulative 10,000+ views across platforms.

Podcast Somestory

Program Director

Jan - Jun 2023

- Developed monthly podcast scripts through structured thematic research and created supporting Instagram content (fun facts, tips, tricks, interactive posts) to strengthen program engagement.
- Identified and proposed qualified speakers based on podcast themes, prepared comprehensive briefs, and coordinated communication to ensure smooth pre-production.
- Oversaw on-site podcast recording sessions, ensuring the production process ran according to plan and aligned with the established content direction.

Skills and Language

- **Hard Skill:** Basic Photography, Basic Videography, Basic Copywriting, Trend Awareness, Content Writing, Research, and Social Media Analysis
- **Soft Skills:** Leadership, Problem Solving, Communication Skill, Teamwork, Time Management, Fast Respons, Fast Learner, Creative Thinking, Creative Writing, Social Media Management
- **Tools:** Microsoft Office, Adobe Premier Pro, Canva, Capcut, VN Editing Vidio, Google Workspace, Notion
- **Language:** Indonesia (Native), English (Intermediate)