



# MIRANDA IRMA WIJAYANTI

## CONTACT

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## SUMMARY

Creative and innovative professional with a strong ability to think out of the box, combining teaching experience with expertise in **social media content creation**. Skilled in communicating ideas clearly, transforming messages into engaging digital content, and creating strategic visuals and copy that drive high engagement and audience growth. Proven ability to adapt quickly, follow trends, and deliver impactful content using tools such as **Canva** and **CapCut Pro**, with a strong passion for creativity, storytelling, and producing meaningful results.

## PROFESSIONAL EXPERIENCE

### TEACHING CLASS | BPK PENABUR GADING SERPONG SUBTITUTE TEACHERR (APRIL 2025)

#### 1. English Instruction and Classroom Management

- Delivered lessons fluently in **English** to young learners and teenagers, ensuring clear communication and effective understanding. **Created** a positive and engaging learning environment that encouraged student participation, confidence, and language development. Successfully adapted teaching methods to suit different age groups and learning abilities, **resulting in improved student comprehension and classroom engagement**.

#### 2. Administrative Support and Educational Documentation

- Assisted with classroom administration, including **preparing** learning materials, **organizing** student records, and **documenting** academic progress. Utilized **Microsoft Office tools such as Excel, PowerPoint, and Word** to create lesson presentations, track student performance, and prepare reports. Demonstrated strong organizational and time management skills by completing administrative tasks accurately and efficiently.

#### 3. Team Collaboration and Professional Contribution

- Worked collaboratively** with fellow teachers and school staff to plan lessons, coordinate classroom activities, and support student development. Contributed to a productive team environment by **maintaining clear communication and reliability** in completing assigned responsibilities. Proven ability to work professionally in a structured educational setting, manage responsibilities independently, and support overall classroom and institutional goals.

### SOCIAL MEDIA SPECIALIST | YAYASAN FANTASIA (SCHOOL/F&B) APRIL 2025- NOW

#### 1. Content Planning and Strategy

- Developed and executed weekly and **monthly content calendars** aligned with brand goals and audience preferences. Ensured **consistent posting** and strategic content distribution to maintain a strong and professional brand presence across social media platforms.

#### 2. Content Creation and Publishing

- Created engaging and relevant content with current trend priority**, including Instagram feed posts, reels, stories, and TikTok videos. Managed **content scheduling and publishing using corporate tools** to ensure timely delivery and consistency.

#### 3. Content Editing, Design, and Copywriting

- Edited** and designed high-quality visual and video content using **Canva and CapCut Pro**. Created attractive posters and promotional materials, and wrote compelling captions using effective copywriting techniques, click-bait hooks, and unique hashtags to maximize reach and engagement.

#### 4. Engagement Growth and Audience Development

- Successfully increased Instagram engagement rates and **achieved consistent organic follower growth of up to 10 new followers per day**. Applied strategic caption writing, creative content, and hashtag optimization, supported by Instagram Ads when needed, to expand audience reach and visibility.

#### 5. Performance Monitoring and Brand Impact

- Monitored and analyzed performance metrics such as engagement, reach, and impressions to continuously improve content strategy. TikTok content frequently reached the For You Page (FYP), and **multiple testimonials from parents and audiences confirmed they discovered the school through the social media accounts** I managed, demonstrating strong brand awareness and effective digital presence.

## EDUCATION

### UNIVERSITAS NEGERI SEMARANG | 2020-2024

BACHELOR OF ENGLISH EDUCATION DEPARTMENT ( GPA : 3.51/4.00 WITH CUMLAUDE PREDICATE)

## ADDITIONAL INFORMATION

- TECHNICAL SKILLS : ENGLISH LANGUAGE, EDITING, COPYWRITING, CANVA, CAPCUT, ADOBE PREMIER
- AWARD/ORGANITATION : 2<sup>nd</sup> WINNER IN ENGLISH SPEECH COMPETITION OF ESAPHORA 2021, KAMPUS MENGAJAR 2023 BATCH 5

**My Portfolio Link :**

**<https://drive.google.com/drive/folders/1W8nxLEqKe4fD6gsZeo1kStZU0L2ahwRl?usp=sharing>**