



NADA AFINA

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Tangerang, Banten.

Data driven digital marketing enthusiast with hands on experience in social media campaigns, content strategy, and KOL management. Experienced in executing end-to-end digital campaigns, producing high-engagement content with 683K+ views, and analyzing campaign performance using analytics tools. Skilled in translating audience insights into actionable marketing strategies across TikTok and Instagram.

Work Experiences

Forum Perempuan IPB University - Bogor, Indonesia

Apr 2023 - Apr 2024

Copywriter Intern

Created and edited written content for the organization's campaigns, social media, and website to strengthen its brand voice and advocacy messages. Collaborated with the design and research teams to translate complex gender and empowerment topics into engaging narratives. Developed storytelling concepts and copy for events, posters, and digital publications that promoted women's leadership and equality on campus.

- Created campaign and social media content for advocacy programs
- Supported community engagement through storytelling content
- Collaborated with research & design teams on campaign messaging
- Developed audience-friendly communication materials

Ministry of Finance - Jakarta, Indonesia

Dec 2024 - Mar 2025

Communication Strategy Intern

Data and Information Technical Management is one of the strategic functions in the Ministry of Finance responsible for the management, maintenance, and development of data and information that support the country's fiscal operations and policies. The division ensures that data generated by various units of the Ministry of Finance is professionally managed, accurate, and accessible for effective decision-making.

- Developed data-driven communication strategies based on audience insights
- Conducted campaign performance analysis to improve engagement & effectiveness
- Produced analytical reports for strategic planning and decision making
- Translated complex data into clear communication materials
- Coordinated messaging consistency with internal stakeholders

PT Sumber Alfaria Trijaya, Tbk - Tangerang, Indonesia

Apr 2025 - Oct 2025

Knowledge Management Specialist Intern

Leading convenience store chain in Indonesia, offering a wide range of daily consumer goods and services through thousands of outlets nationwide. Known for its strong focus on customer satisfaction, innovation, and operational excellence in retail.

- Executed social media campaigns for Instagram (@alfamartgemabudaya) & TikTok
- Produced 47+ digital contents with 111K+ total views
- Managed 20 internal KOLs to increase campaign engagement
- Monitored campaign performance using Looker Studio across 33 branches
- Supported employee engagement & corporate campaign activations
- Collaborated with cross-functional teams for campaign execution

PT Midi Utama Indonesia Tbk - Tangerang, Indonesia

Oct 2025 - Apr 2026

Knowledge Management Specialist Intern

A retail company operating the Alfamidi minimarket chain across Indonesia. Established in 2007, the company also manages Alfamidi Super and Lawson stores offering imported products. As a subsidiary of the Alfamart Group, PT Midi Utama Indonesia Tbk focuses on customer service, innovation, and the development of a modern retail network.

- Executed digital campaigns for Instagram (@alfamidigemabudaya) & TikTok (@midishare) across 11 branches
- Produced short-form video content generating 683K+ views with 2.2% engagement rate
- Developed content strategies based on trends & audience insights
- Managed internal & external KOL collaborations for campaign amplification
- Analyzed campaign performance (reach, engagement, views) for optimization
- Created campaign pitch decks for stakeholders & directors
- Supported webinar and event activation with external partners

Education Level

Institut Pertanian Bogor - Bogor, Indonesia

Aug 2021 - May 2025

Bachelor of Communication and Community Development, 3.47/4.00

- Achieved 3rd Place in the Mandalika Essay Competition
- Selected as Top 10 Finalist in the Brawijaya Essay Competition
- Finalist in the Fortex 15th Essay Competition
- Participant of Popular Research Festival Ajisaka UGM 2024
- Successfully completed The 7th International Summer Course: Family Resilience and Climate Change: Challenges and Strategies
- Contributed to MSME empowerment & community initiatives
- Involved in community based initiatives, including Women Farmer Groups (Kelompok Wanita Tani) and tourism village development (Desa Wisata)

SMA Negeri 1 Cilaku - Cianjur, Indonesia

Jul 2018 - Feb 2021

- Awarded the final exam with the highest score.
- Appointed as the Public Relations Ambassador of Cianjur District.
- Actively involved in organizational activities both inside and outside of school.

Organisational Experience

Panti Goceng Community - Bogor, Indonesia

Jan 2022 - Jan 2023

Member of HRD

Supported the development and welfare programs for orphaned children by coordinating volunteer activities, managing training sessions, and assisting in administrative and human resource functions within the community.

- Managed core Human Resource Development (HRD) functions, including training, recruitment, and staff development programs.
- Coordinated volunteer engagement and welfare programs
- Supported recruitment and volunteer development activities
- Organized activities to strengthen community participation

Forum Perempuan Institut Pertanian Bogor - Bogor, Indonesia

Feb 2022 - Feb 2023

Secretary and Treasurer of Research and Advocacy

Forum Perempuan Institut Pertanian Bogor is a forum established to empower women on campus. The forum aims to create a space for discussion, development, and collaboration that supports the achievement of gender equality and women's empowerment in agriculture, environment, and society.

- Coordinated administrative and financial management for programs
- Supported advocacy and community empowerment initiatives
- Maintained internal communication and program documentation

Skills, Achievements & Other Experience

- **Achievements** 🏆 (2023): 3rd place, "Mandalika Essay Competition 2"
- **Achievements** 🏆 (2023): Succesfully completed The 7th International Summer Course "Family Reselience and Climate Change: Challenges and Strategies"
- **Achievements** 🏆 (2024): Participated as a Finalist in the Fortex 15th Essay Competition.
- **Achievements** 🏆 (2024): Participants of Popular Research Festival Ajisaka UGM 2024.
- **Soft Skills** 🧠 (2026): • Digital Campaign Execution • Content Strategy • Campaign Performance Analysis • Audience & Trend Analysis • Content Calendar Planning • Copywriting • Social Media Management
- **Hard Skills** 🧠 (2026): • TikTok Analytics • Instagram Insights • Looker Studio • Canva • CapCut • Microsoft Excel • Meta Ads • Google Ads
- **Modules Taken** 🎓 (2026): Completed Digital Marketing Short Class by Dibimbing.id, focusing on marketplace strategy, keyword research, and KOL mapping.
- **Modules Taken** 🎓 (2026): Completed Digital Marketing Short Class by Dibimbing.id, focusing on KOL validation, audience quality analysis, influencer strategy, and data driven campaign mapping.
- **Modules Taken** 🎓 (2026): Completed Copywriting Course by MySkill , focusing on persuasive storytelling, SEO-friendly writing, content optimization, audience engagement, and high-converting digital copy.