

NANDA GEAFRILL KHAWA

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Marketing and communication professional with experience in social media management, campaign planning, and partnership support. Involved in developing content plans, coordinating with teams and KOL, and supporting campaign execution across digital platforms. Familiar with monitoring performance and ensuring brand communication stays consistent. Comfortable working collaboratively to support marketing initiatives from planning to execution.

EDUCATION

Communication & Business Institute of LSPR – Jakarta

Sep 2019 – Nov 2023

Bachelor's degree in marketing communication, 3.26/4.00

WORK EXPERIENCES

Polka Beauty Bar – Social Media Specialist

May 2025 – Sep 2025

- Led daily social media activation and promotional campaign activities to increase audience engagement and brand visibility.
- Coordinated with KOLs, community partners, and internal teams to ensure campaign rollout and communication alignment.
- Managed content scheduling, campaign posting, engagement tracking, and monthly performance reporting.
- Collaborated with sales and customer experience teams to align promotional messaging and customer communication.
- Monitored campaign performance and audience response to support campaign optimization initiatives.

PT Telekomunikasi Selular (Telkomsel) – Partnership (Intern)

Feb 2023 – Jun 2023

- Supported website revamp coordination including content, copywriting, visual alignment, and project timeline monitoring.
- Managed project timelines, tracked daily progress, and coordinated with agency partners to ensure the execution.
- Prepared revision decks and communicated project updates to maintain alignment across teams.
- Coordinated seasonal projects including vendor coordination, ordering, packaging, and delivery processes.
- Maintained cross-functional communication to ensure operational workflow and project execution ran effectively.

PT Medika Nusantara Gumilang (Medi-Call) – PR Social Media (Intern)

Sep 2022 – Dec 2022

- Managed partnership and communication with external stakeholders including tour guides, villa, and hotel partners.
- Conducted market research and identified potential partnership opportunities through digital platforms.
- Coordinated partnership proposals, contracts, and communication processes to support collaboration initiatives.
- Maintained stakeholder communication and ongoing partnership activities through WhatsApp and social platforms.
- Supported partnership operations and ensured communication flow remained organized and aligned.

PROJECTS MANAGAMENT

Event activation covering objective, strategy, audience mapping, creative concepting, and execution.

- Marketing Showcase Event : **Instataperfect Station (Instation)**
- Event Management : **D'Joang Fest**

SKILLS & TOOLS

Communication & Partnership	: KOL & Influencer Collaboration, Stakeholder Coordination, Cross-functional Collaboration, Event Management
Social Media & Campaign Management	: Social Media & Campaign Management, Editorial Planning
Performance & Research	: Performance Monitoring & Analysis, Market Research
Creative Production	: Copywriting, Design, Editing, Creative Brief
Tools	: Meta Business Suite, Instagram Insights, TikTok Analytics, Buffer, Canva, CapCut, Lightroom, Google Workspace (Sheets, Slides), Notion