



KIRANA MUTIARA TAUFIK

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Jakarta, Indonesia

A final-year Communication student at Universitas Al Azhar Indonesia. with hands-on experience in public relations, account management, and social media strategy. Proven track record in handling campaigns for major brands such as Pertamina, BRI, and Footlocker, with measurable results in engagement and digital reach. Passionate about building brand image, crafting strategic communication, and driving audience engagement through data-driven insights.

Work Experiences

Mindestlab.Id - Jakarta, Indonesia Apr 2025 - Sep 2025

Account Executive Intern

- Served as the main liaison between clients and internal teams (creative, strategy, media, production).
- Developed and presented integrated campaign proposals and media strategies tailored to client objectives, contributing to successful project approvals.
- Managed and optimized @footlockersingaporeofficial social media content, contributing to improved engagement and consistent brand alignment.
- Prepared quotations and cost estimates based on project scope.
- Supported new business pitches through research, idea development, and presentations.
- Built and maintained strong client relationships through consistent communication and issue resolution.
- Oversaw and organized key administrative documents, including briefs, proposals, quotations, and contracts.

Pemerintahan Kota Administrasi Jakarta Barat - Kantor Walikota Jakarta Barat Oct 2025 - Jan 2026

Media Sosial Specialist Intern

- Managed the official social media account @ppkukmjakbar, including planning, creating, and publishing daily content.
- Designed and developed Instagram feed layouts and promotional materials for the city's annual event "Jumat Beli Lokal 2025" (Local Friday Market).
- Created informative and promotional content to enhance public awareness and participation in local government programs.

Education

Universitas Al Azhar Indonesia - Jakarta, Indonesia Sep 2022 - Mar 2026

Bachelor of communication, 3.80/4.00

SMAS Sumbangsih - Jakarta, Indonesia Jul 2018 - Jun 2021

Senior High School

Organisational Experience

Emina Girl Gang Ambassador - Jakarta, Indonesia Feb 2023 - Jul 2023

Brand Ambassador

- Represented Emina in online and offline campaigns to enhance brand awareness among Gen Z.
- Created and distributed engaging content on Instagram and TikTok, consistent with brand values.
- Partnered with fellow ambassadors to execute monthly campaigns and challenges.
- Increased Instagram engagement by 70% within 3 months through content optimization and campaign execution.
- Generated product trials by driving referral and promo code conversions.

Communication Festival UAI 2024 - Jakarta, Indonesia Aug 2024 - Nov 2024

Secretary

- Managed and processed incoming and outgoing correspondence, recorded and archived important documents, ensured administrative completeness and accuracy, and distributed essential information to the committee.
- Prepared meeting agendas, documented minutes of meetings, assisted in scheduling, and distributed meeting invitations.
- Responsible for drafting the event proposal for Communication Festival 2024.
- Supported the implementation of organizational programs and initiatives.

LigaFisip x FEL 2024 - Jakarta, Indonesia Sep 2024 - Jan 2025

Public Relations

- Spearheaded the promotion of Liga FISIP x FEL 2024 across Instagram and TikTok to build brand awareness and audience engagement

- Drove social media growth by managing Instagram @ligafisipuai, @fel_uai, and TikTok @ligafisipxfel_uai, reaching 103.7k and 85.3k views respectively
- Facilitated effective communication and collaboration between internal teams and external partners
- Delivered real-time live reporting during the event to enhance audience experience and visibility

Skills

- **Soft Skills:** Social Media Strategy, Content Creation & Copywriting, Digital Campaign Management, Media Relations, Event Management, Public Relations, Data Analysis
- **Hard Skills:** Canva, Capcut, Microsoft Office