

Sorta Parida Melina

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Sorta is an undergraduate Psychology student at Universitas Indonesia with proven experience in event management, content creation, and community development. Grounded in her psychology background, she brings a deep understanding of organizational behavior, group dynamics, and people-centered approaches. Translating these into real impact through structured mentoring, cross-team coordination, and data-informed content strategy. Her leadership is demonstrated through her role as Head of Event of Entrepreneur-Day 2025, where she independently conceptualized the theme, designed a full-scale three-segment event, and managed end-to-end operations for students and the general public of Universitas Indonesia. With a keen eye for detail and a strong foundation in human behavior, she is driven to contribute to environments where people and systems grow together.

EDUCATION

UNIVERSITAS INDONESIA Undergraduate student of Psychology	Depok, Indonesia July 2024 - present
UNIVERSITAS INDONESIA Criminology, Faculty of Social and Political Sciences <i>Transferred to Psychology</i>	Depok, Indonesia July 2023 - July 2024

ACTIVITIES & ORGANIZATIONAL EXPERIENCE

UI SEHAT MENTAL 8.0 <i>Staff of Content Copywriter</i> - Developed monthly mental health content grounded in a community integration strategy, creating material that resonated with and strengthened a student community of 16,500+ Instagram followers. - Independently researched and wrote psychoeducation content each month across diverse formats (psychoeducation, comics, pop culture), from research to final copy, demonstrating full ownership of the content pipeline. - Participated in monthly cross-team brainstorming sessions to align content direction, ensuring messaging stayed relevant, consistent, and community-driven. - Translated complex psychological concepts into accessible, engaging language for a broad student audience.	Depok, Indonesia Jun 2025 - Jan 2026
KEGIATAN AWAL MAHASISWA BARU PSIKOLOGI UI 2025 <i>Staff of Mentor</i> - Onboarded and supported new students through a structured faculty orientation program, creating a welcoming and psychologically safe environment to ease the adaptation process. - Delivered scheduled mentoring sessions based on curated materials, guiding mentees in understanding, reflecting on, and applying key information for their academic journey. - Facilitated individual self-assessment and performance evaluation for each mentee, monitoring personal development progress from program kickoff to completion. - Demonstrated consistent empathy and interpersonal care, fostering trust and open communication between mentor and mentee throughout the program. - Produced written accountability reports submitted within designated deadlines, ensuring proper documentation of mentoring activities and outcomes.	Depok, Indonesia Jun 2025 - Sept 2025
ENTREPRENEUR-DAY 2025 <i>Head of Event</i> - Conceptualized and developed the event theme "<i>Root to Rise: Growing Entrepreneur's Mindset from the Inside Out</i>" from scratch, including conducting research on entrepreneurial psychology as the thematic foundation. - Designed the end-to-end event concept covering 3 integrated segments: exhibition, bazaar, and seminar, held in a single day in collaboration with Psychology Seminar (PSYAR), targeting students and the general public of Universitas Indonesia.	Depok, Indonesia Jun 2025 - Nov 2025

- Curated and developed educational exhibition content combining psychological frameworks (adaptability, resilience, growth mindset) with entrepreneurship principles, using a tree-growth analogy as the visitor journey concept.
- Coordinated physical exhibition setup including layout design and hands-on decoration to deliver an engaging visitor experience.
- Identified, approached, briefed, and liaised with 2 guest speakers for the seminar segment, ensuring content alignment with the event theme and learning objectives.
- Developed the event rundown and managed the overall event timeline, overseeing a ~3-hour program with 10+ agenda items running on schedule.
- Supervised and provided real-time guidance to staff across all segments, ensuring smooth operations and quick resolution of on-ground issues.
- Oversaw end-to-end event operations, taking full accountability for the success and quality of the program.

ARTCRIM 2024

Depok, Indonesia

Vice Project Officer

Sept 2024 - Nov 2024

- Co-led the end-to-end planning and execution of a multi-segment arts event across 3 sub-events (Workshop, Art Exhibition, and Showcase), managing a committee of 30+ members across 5 divisions.
- Collaborated with the Project Officer in developing the event concept from scratch, including theme ideation, division of roles, work distribution, and overseeing each division's performance throughout the project lifecycle.
- Supervised cross-divisional coordination across Creative, Event, Operations, PR, and Finance teams, ensuring all deliverables were met on schedule.
- Managed external stakeholder relationships, including collaboration with 2 external organizations (Fisip Cinta Lingkungan and Mekar-mekaran) for the Workshop segment, and co-executed the Showcase in partnership with Mabim Kriminologi 2024.
- Supported staff welfare and problem-solving on the ground, stepping in to fill gaps when team members were unavailable, reflecting hands-on people management under pressure.
- Conducted post-event evaluation reporting (LPJ) covering pre-event, execution, and post-event stages, documenting lessons learned and recommendations for process improvement.
- Successfully delivered all 3 event segments within the planned timeline, achieving key performance indicators including 200+ exhibition visitors (achieved: 210 visitors), 15+ curated artworks displayed (achieved: 15 works), and 18 performing acts at the Showcase.

HIMPUNAN MAHASISWA KRIMINOLOGI 2024

Depok, Indonesia

Staff of Staff of Arts and Recreation Division

May 2024 - Nov 2024

- Continued fulfilling organizational responsibilities post-faculty transfer, demonstrating strong sense of accountability and commitment beyond formal obligation.
- Curated and copywritten community-driven recommendation content as Person in Charge (PlaylistBuatKamu, BukuBuatKamu, FilmBuatKamu) sourced from student submissions, while acting as the primary liaison between contributors and the content team.
- Conceptualized and executed a student recognition program as Person in Charge (Criminology Appreciation Award), overseeing award category design, certificate production, and end-to-end reward distribution for high-achieving students.
- Co-led ArtCRIM 2024 as Vice Project Officer, successfully delivering a 3-segment arts event attended by 200+ visitors across Workshop, Art Exhibition, and Showcase.

AKU KAMU PEDULI ANAK 2023

Depok, Indonesia

Volunteer Mentor

Nov 2023

- Mentored a group of 4 children aged 7–10, taking personal responsibility for their comfort, engagement, and learning experience throughout the program.
- Facilitated hands-on environmental education activities including tree-planting, guiding each child through the process individually to ensure direct participation and meaningful learning.
- Created a safe, interactive space for children to openly share their dreams and aspirations through casual discussion and drawing sessions, applying child-appropriate communication and emotional attunement.

- Delivered motivational and values-based guidance through positive, play-driven activities, contributing to the development of 50+ children across the event.
- Demonstrated patience, adaptability, and empathy in working with young children, reflecting interpersonal and facilitation skills relevant to people-facing.

ACHIEVEMENT

- Top 10 Graduate - SMA Santo Antonius Jakarta (2023)

HARD SKILLS

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| • Statistical Analysis (Jamovi, SPSS) | • Data Analysis |
| • Interview Techniques | • Microsoft Office (Excel, Word, PowerPoint) |
| • Survey & Questionnaire Design | • Literature Review |
| • Report Writing | |

SOFT SKILLS

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|----------------------------|----------------------------------|
| • Critical Thinking | • Verbal & Written Communication |
| • Problem Solving | • Leadership |
| • Public Speaking | • Adaptability |
| • Active Listening | • Attention to Detail |
| • Empathetic Communication | |