

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

DAMA Studio – Social Media Marketing Executive (Freelance)

Oct 2025 – Feb 2026

- Led social media campaign planning and execution aligned with client marketing objectives and promotional activities.
- Managed daily social media operations, including content scheduling, campaign posting, and engagement monitoring.
- Coordinated with design teams to ensure campaign materials and communication assets were delivered on schedule.
- Monitored campaign performance and developed optimization recommendations based on engagement insights and reporting.
- Oversaw communication consistency across campaign channels to maintain brand alignment.

Polka Beauty Bar – Social Media Specialist

May 2025 – Sep 2025

- Planned and executed daily social media activation to support marketing campaigns and content.
- Collaborated with KOL, community and partners to support content production and campaign execution.
- Coordinated with sales and customer experience teams to align promo messaging and customer communication.
- Prepared monthly social media performance and provided optimization recommendations.

PT Telekomunikasi Selular (Telkomsel) – Partnership (Intern)

Feb 2023 – Jun 2023

- Lead end-to-end website revamp in content, copywriting, and visual aligned with brand guidelines.
- Built and tracked project timeline (deadlines & daily progress) while leading communication and collaboration with agency partner, ensuring alignment on content, design, and layout.
- Prepared revision decks and communicated updates to third party, helping decisions and alignment.
- Coordinated seasonal partnership projects (Eid hampers): vendor coordination, ordering, packaging, and delivery.

PROJECT MANAGEMENT

Campaign & event activation covering objective, strategy, audience mapping, creative concepting, and execution.

- Thesis Marketing Communication : **Mine Tack Indonesia**
- Digital Marketing Communication : **GrabFood**
- Customer Relations Management (CRM) : **Kopi Kenangan x Tinder**

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