

Amaliyatun Nisa

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SUMMARY

Fresh graduate in Management from Universitas Negeri Semarang (GPA 3.78) with hands-on experience in corporate communication and administrative coordination at PT Jasa Marga (Persero) Tbk. Contributed to social media campaigns generating 127K+ total views, managed editorial calendars, coordinated internal corporate events, and supported media relations operations across multiple partners. Certified in Digital Marketing (BNSP) and Microsoft Office, with proven ability to handle administrative workflows, coordinate between internal teams and external vendors, and maintain organized communication records. Detail-oriented and execution-focused, with a strong foundation in administrative support, operational coordination, and organizational activities.

EDUCATION

Universitas Negeri Semarang

Aug 2022 - Jan 2026

Bachelor of Management - GPA: 3.78 / 4.00

EXPERIENCE

WORK EXPERIENCE

PT Jasa Marga (Persero) Tbk | Jakarta, Indonesia

Jan 2025 - May 2025

Full Time Internship | Corporate Communication Intern

- Tracked and reported audience engagement metrics across social media platforms, contributing to campaigns with 127K+ total views and supporting data-driven communication decisions.
- Coordinated social media content planning schedules and publication workflows in collaboration with internal divisions and external vendors to support corporate communication objectives.
- Developed video concepts and scripts while collaborating across divisions during content production processes.
- Managed editorial planning for Instagram campaigns and public communication activities.
- Served as Company Event Coordinator for internal events, supporting planning, coordination, and execution of corporate activities.
- Supported media relations operations by managing correspondence with media partners, coordinating content distribution, and maintaining organized communication records.

ADDITIONAL EXPERIENCE

Outing Class Management 2022 | Bali, Indonesia

Jun 2024 - Jul 2024

Student Faculty Event Committee | Media Publication Staff

- Managed end-to-end social media publication and documentation for a ±400 person faculty event.
 - Created and distributed event press releases and informational materials.
 - Developed and published 7 content pieces related to event activities and documentation.
 - Coordinated publication needs to support event branding and audience engagement.
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CERTIFICATION

Digital Marketing Certification – BNSP (2026)

Certified in Digital Marketing by Indonesian Professional Certification Authority.

Microsoft Office Certification – TRUST Training Partners x Microsoft Learning Partner (2025)

Certified in Word, Excel, and PowerPoint.

ADDITIONAL INFORMATION

Technical Skills: Microsoft Office (Word, Excel, PowerPoint), Google Workspace (Docs, Sheets, Slides, Drive), Canva, CapCut, Social Media Analytics, Data Processing, Presentation Design.

Soft Skills: Communication, Analytical Thinking, Problem Solving, Teamwork, Time Management, Adaptability, Creativity, Flexibility, and Coordination.

Languages: Indonesian and English