



ABOUT ME

A Digital Content & Social Media Specialist with over 3 years of experience, skilled in leveraging trends and digital tools to create engaging content. I focus on delivering strategies that effectively meet brand objectives and engage target audiences.

EDUCATION

Universitas Negeri Surabaya | August 2017 - June 2021

Bachelor's Degree in Economics, Major in Islamic Economics

- GPA : 3.53 / 4.00
- Sarjana's Thesis : Strategic Fundraising Management for Wakaf by Lembaga Wakaf Al Azhar in Optimizing Cash Waqf.

Universitas Negeri Jakarta | September 2024 - Present

Master's Degree in Management

WORK EXPERIENCE

PT Mahaka Media | September 2025 - Present

Project Manager - Social Media

- Oversee and coordinate the performance of copywriters, video editors, and admins to ensure all tasks align with company SOPs, while maintaining effective communication and strong relationships with clients.

PT MNC Portal Indonesia (Sindo News) | July 2022 - April 2025

Brand Activation & Social Media

- Create and manage media content to align with brand goals and identity
- Manage SindoNews social media, create creative content, write scripts, and produce videos to enhance audience engagement
- Write articles for SindoNews, covering various events
- Host live reaction shows, discussing gadgets and reviewing new products

Freelance Content Creator, Script Writer, & Video Editor | 2023 - Present

- Create, write, and edit creative social media content and promotional videos to increase client engagement and deliver compelling visual storytelling.

Lembaga Wakaf Al-Azhar | October 2021 - July 2022

Marketing Communication (Social Media Marketing dan Content Creator)

- Create and develop social media content strategies
- Develop new content that aligns with the established strategies

Baitul Maal Wat Tamwil Lumbung Rezekie Unesa | July 2020 - June 2021

Head of Debt Service Division

- Implement payment policies for customers
- Prepare the necessary materials for loan facility operations

PT Eigerindo Multi Produk Industri | July 2016 - June 2017

Retail Salesperson

- Conducted customer communication and offered products to customers

CERTIFICATIONS AND TRAINING

BNSP | May 29 - May 30, 2021

Risk Management Certification Banking

- Focus on understanding concepts, identifying risks, and solving problems in Sharia banking

BNSP | March 24, 2025

Digital Marketing Certification

- Learned strategies for social media marketing, SEO, content creation, and online advertising to optimize digital campaigns and enhance brand presence.

ORGANIZATIONAL EXPERIENCE

Majelis Permusyawaratan Mahasiswa Unesa | January 1, 2020 - December 31, 2020

General Secretary

Himpunan Mahasiswa Universitas Negeri Surabaya | January 1, 2019 - December 31, 2019

Deputy Head of Social, Political, and Cultural Division

PROFESSIONAL SKILLS

Bahasa : Indonesian (Native), English (Limited Working) / TOEFL : 510

Technical : Microsoft Office (Word, PowerPoint, Excel), Adobe (Photoshop, Illustrator, Premiere), Canva, CapCut