



Divia Octaviana

Public Relations & Digital Learning Development Specialist

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Professional Summary

Results-driven professional with a strong background in **Public Relations** and **Digital Learning Development**, recognized for strategic thinking and innovative problem-solving. Skilled in designing impactful communication strategies and enhancing digital learning experiences. Adept at leveraging emerging technologies to drive organizational growth and engagement. Committed to fostering effective communication and implementing strategic solutions to achieve business objectives.

Skills

- **E-Learning Development & Instructional Design:** LMS Administration (Moodle, Google Classroom), E-Learning content creation (articulate storyline, adobe captivate), Instructional design models (ADDIE, SAM).
- **Public Relations & Media Strategy:** Strategic communication planning, crisis communication, Reputation management, event planning & coordination.
- **Digital Content Creation & Marketing:** Social media strategy, Content marketing, Press release, Speech writing, Digital photography & Editing.
- **Software Proficiency:** Microsoft Office Suite (Word, Excel, PowerPoint) & Adobe Creative Suite (Photoshop, Premiere Pro).

Soft Skills

- **Leadership & Team Collaboration** – Effectively leads cross-functional teams, fostering collaboration and driving project success.
- **Communication & Interpersonal Skills** – Excellent verbal and written communication skills, conveying complex ideas clearly and persuasively.
- **Problem-Solving & Strategic Thinking** – Analytical and strategic thinking abilities, adept at identifying challenges and developing innovative solutions.
- **Adaptability & Resilience** – Highly adaptable to dynamic work environments, maintaining productivity and effectiveness under pressure.

Work Experience

Public Relations • Kementerian Koordinator Bidang Pemberdayaan Masyarakat | Badan Percepatan Pengentasan Kemiskinan (BP Taskin)

December 2024 – Present

- Cultivated strong relationships with media outlets and influencers to maintain a positive public image.
- Developed and distributed press releases, speeches, and social media content to effectively communicate organizational messages.
- Implemented crisis communication strategies to protect and restore organizational reputation during public relations challenges.
- Planned and executed press conferences and community events to enhance stakeholder engagement and brand visibility

Digital Learning Development Specialist • PT. Midi Utama Indonesia Tbk. (Alfamidi)

August 2023 – December 2023

- Created interactive e-learning content, including videos and digital resources, to enhance online learning experiences.
- Managed the Learning Management System (LMS) for efficient delivery, tracking, and evaluation of training programs.
- Applied instructional design principles to create engaging and effective digital learning modules.
- Integrated emerging technologies such as AI, VR, and gamification to enhance user engagement and learning outcomes.

Education

Darma Persada University Bachelor of Japanese Language and Culture | 2020 – 2024

- **GPA:** 3.49/4.00
- **Relevant Coursework:** Japanese Language Proficiency, Intercultural Communication, Business Japanese, Digital Media in Education.
- **Academic Achievement:** Maintained high academic performance with a strong emphasis on cross-cultural communication and digital content creation.

Additional Information

Languages

- **English** – Fluent (Professional Working Proficiency)
- **Japanese** – JLPT N4 (Intermediate Proficiency)

Professional Development & Activities

- **Participant of The 1st Takushoku-Unsada Cultural Exchange Program 2022**
- **International Model United Nations Campus Ambassador Intern 2022**
- **MSIB Kampus Merdeka 2023**