

GABRIELLA ALVITA ANITA SIMANJUNTAK

Strategic Communication | Content Writing | Social Media Enthusiast

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PROFILE

I am Gabriella Alvita, a Bachelor of Communication Science (concentration in Strategic Communication) from Diponegoro University. I have an interest and experience in writing, social media, multimedia, and public relations. I am also passionate about marketing, brand development, and crafting marketing strategies. My studies and experience have equipped me with skills in branding, content planning, social media marketing, and event management. I am a collaborative and innovative, involved in various organizations or communities, and committed to continuous learning and growth.

EDUCATION

Diponegoro University **Semarang, Indonesia**
Faculty of Social Science and Political Sciences August 2020–December 2024
Communication Studies Study Program | Strategic Communication (GPA: 3.76/4.00)

- Activities: Student Press Institute (LPM) OPINI FISIP Undip, Social Care Student Association (HIMPS) FISIP Undip, Undip Channel Campus Internship
- Courses: Creative Writing, Public Speaking, Mass Communication, Advertising, Public Relations Management, Marketing Communication, Event Management, Media Strategy, Consumer Behavior

SMAS Kristen 3 Penabur Jakarta **Jakarta, Indonesia**
Social Sciences June 2017–May 2020

- Activities: Rank 14 in parallel, 3rd Runner-up of Women's Poetry Creation in the National Student Art Competition Festival (FLS2N) at the Central Jakarta level, Creative Writing Club member

INTERNSHIP EXPERIENCE

PT Grab Teknologi Indonesia **Jakarta, Indonesia**
Maganghub Kemnaker Batch 2 November 2025–May 2026
Marketing Execution Intern

- Optimized brand visibility for GrabCar by managing promotional assets and high-engagement content across social media and in-app push notifications
- Orchestrated end-to-end offline activations for GrabCar Plus, leading concept development, vendor management, and on-site execution for booth and SPG operations at Summarecon Mall Kelapa Gading & Mall Kota Kasablanka
- Developed and deployed 10+ targeted push notification campaigns and chain-message sequences to drive user conversion
- Assisted GrabCar Plus x Mattel partnership during December 2025-January 2026, overseeing in-fleet activations, driver coordination, and toy distribution while managing social media giveaways and performance reporting

PT United Tractors Tbk **Jakarta, Indonesia**
Independent Campus Certified Internship (MSIB) Batch 3 August–December, 2022
Communication and Graphic Designer Intern

- Designed a custom totem frame from initial concept and rough sketches to final illustration
- Transformed instructional videos into animated formats, managing the full pipeline from storyboarding and illustration to motion graphics and back sound using Adobe Creative Suite
- Localized 10+ learning videos, including Indonesian translation and performing over 35 distinct voice-overs, while overseeing end-to-end post-production
- Assisted multimedia production and event documentation, providing photography, videography, and operational support for Corporate University United Tractors events

ORGANIZATIONAL & VOLUNTEERING EXPERIENCE

Student Press Institute (LPM) OPINI FISIP Undip **Semarang, Indonesia**
Coordinator of the Public Relations Division January–December, 2022

- Developed content plan according to the identity and branding goals of LPM OPINI
- Up to date on the development of social media, creating content that is relevant to trends, managing social media, interacting and providing the feedback needed by followers (Sobat Opin)
- Responsible for the publication of LPM OPINI's work on every existing social media
- Managed publication across platforms and coordinated media partnerships

Journation 3.0 Competition Work Program April–June, 2021
Coordinator of the Public Relations Division (PR)

- Role as a contact person for participants who intend to participate in the competition
- Operate Journation 3.0 social media (Instagram) for publication and interaction with interactive content resulting in increased 39% followers of the initial followers' number
- Collaborated to publicise the event with more than 30 media partners so increase the number of participants by 40% of the initial target
- Recapped 70 participants who registered and coordinated it with committee and jury

Social Care Student Association (HIMPS) FISIP Undip Semarang, Indonesia
Head of Arts and Culture Division January–December, 2022

- Worked on the organization and preservation of everything related to regional arts and culture to be seen and introduced to the community
- Designed and executed 4 work programs that can be done in one year of management
- Responsible for supervising the implementation of work programs by division members to be implemented according to program plan

Webinar Aksi Pekan Sedaya 2021 March–May, 2021
Chief Executive

- Planned the concept of the event, the composition of committee, conducted supervision through coordination with each division choir in order to carry out the visions and missions and know the division's development and obstacles to find solutions together

Channel Campus Universitas Diponegoro Semarang, Indonesia
Berita Kampus Crew December 2020–March, 2022

- Reported issues to Reviews, Culinary, Community, Business/ Mawapres/ (Do It Yourself) DIY Students, Events, and Sightseeing (Tourism) contents
- Conducted speakers to be interviewed, collect footage, edit audio-visual content
- Submitted reports of video file to Kompas TV Central Java to get revision or acceptance for further airing at the Kompas TV Central Java Campus News session

Psynet.ID Indonesia
Content Writer Division Volunteer February–April, 2021

- Researched and analysed trending issues for content development
- Created engaging content aligned with the audience and editorial standards
- Rewrote researcher input into readable content using effective writing techniques

TRAINING EXPERIENCE - CERTIFICATION

Digital Marketing Jakarta, Indonesia
Pusat Pelatihan Kerja Daerah (PPKD) Jakarta Pusat x BNSP August 12–September 24, 2025

Intro to Digital Marketing Online Course
RevoU July 20–25, 2025

Public Relations Training Jakarta, Indonesia
InsCinema Job Training Institute August 27–September 3, 2023

Effective Communication In The Workplace Online Course
STUDI LMU x United Tractors December 9, 2022

Nature Language Processing (NLP) Practioner Jakarta, Indonesia
SCB International Consulting July 19–20, 2022

Google Digital Entrepreneurship Online Course
Ministry of Communication & Information Technology x Digital Talent Scholarship August 23, 2021

SKILLS

- Softskills : Time Management, Curiosity, Communication, Writing, Leadership, Social, Public Relations, Creative Thinking, Interpersonal
- Hardskills : Digital Writing, Social Media Marketing, Photography, Content Planning, Canva, Digital Marketing, Marketing
- Languages : Indonesia, Inggris