

NICHOLAS RADITYA TARIGAN

DIGITAL CAMPAIGN | SOCIAL MEDIA | MARKETING

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SUMMARY

A dedicated professional with experience in partnership management, marketing communication, and client engagement across media and corporate sectors. Skilled in coordinating with diverse stakeholders, preparing structured documentation, and supporting business development activities. Strong communicator in English and Bahasa Indonesia, with the ability to adapt quickly, conduct research, and contribute to organizational growth.

EDUCATION

Bachelor of International Relations

Universitas Katolik Parahyangan

Aug 2019 - May 2023

- Graduated with Honors 3.64/4 GPA, Focusing in International Communications & Journalism

PROFESSIONAL EXPERIENCE

Content & Partnership Officer

VNT Networks (Nomaden TV), Jakarta, Indonesia

Nov 2024 - Present

- Handled partnership processes from communication and contracts to onboarding, making sure collaboration with OTT partners ran smoothly.
- Worked closely with internal teams and external partners to support activations through API and promotions, helping strengthen relationships and improve results.
- Prepared reports, presentations, and other documentation to keep track of partnership activities and support management with useful insights.

Freelance Performance Marketing

Independent Agency

Nov 2024 - Feb 2025

- Collected and organized digital campaign data for reporting and client updates.
- Assisted in managing ads dashboard (Meta, Tiktok For Business) to support campaign execution and performance tracking.
- Supported creative copywriting for ad materials across various client industries, including women's nutrition, education, and design services

Copywriter

Banda Supply, Bekasi, Indonesia

Mar 2024 - Aug 2024

- Created creative copywriting for the company's communication materials such as broadcast message, company profile and for commercial such as ads, and social media content
- Created and scheduled content for campaigns while also helping with production and day-to-day execution to keep the brand presence across digital channels
- Helped organize brand events and community activities by working with partners and agency to build stronger customer engagement and company's visibility

Brand Communication Intern

PT Smartfren Telecom, Jakarta, Indonesia

Mar 2023 - Jun 2023

- Supported end-to-end video production with creative team for editorial content and campaign objectives from planning to editing
- Developed digital campaigns for social media to promote new product launch and seasonal campaigns (#TripleBerkah, Mudik Aja Dulu)
- Managed to handle marketing administration, compiling digital reports, and KOL relations

AVOD Content Curation Intern**June 2022 - Dec 2022**

Vidio.com, Jakarta, Indonesia

- Work with all Vidio's Content Providers to feature, upload and monitor content on Vidio Channels on a regular basis
- Create thematically curated lists of content using CMS to give suggestions to users based on user data and time of year
- Serve as liaison between the Content, Marketing, and Product teams to develop great ways to package and present professional content

PROJECT / ORGANIZATION

Chief of Content & Research**2021 - 2023**

Kasih Balik, Jakarta

- Created monthly editorial plan for the organization's content development, supervising content writers to make regular content copy
- Conducted research regarding recent social & community issues to be implemented in the organization's program or projects

Chief of Public Relations & Liaison Officer**Oct 2021 - Nov 2021**

Parahyangan Model United Nations

- Served as the primary liaison between the organizing committee, media partners, and external stakeholders.
- Coordinated media relations and external communications to ensure consistent messaging and event exposure.
- Oversaw social media communication during the event period to support audience engagement

Chief of Public Relations & Media Outreach**Aug 2020 - Oct 2021**

All Out Journalism (Event), Warta Himahi

- Led media outreach initiatives, including contacting media organizations and securing event coverage.
- Managed and executed social media content and campaigns to drive audience engagement and event awareness.
- Prepared promotional materials and coordinated publication timelines with media partners.
- Supported event branding and communication strategies through consistent online presence.

SKILLS

Social Media Analysis

Community Relations

Project Management

Copywriting

Partnership & Engagement

Administration

Content Planning

Report & Analysis

Client Communication

ADDITIONAL INFORMATION

- **Languages:** English (Advanced - IELTS 7, TOEFL 598), Indonesian (Native)