

INDRI SEPTI ASTUTI

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PERSONAL PROFILE

An enthusiastic and passionate English Literature graduate from Pamulang University with a keen interest in developing writing skills. Proven ability to create engaging social media content that increased engagement. Increased Instagram follower count by 40% in 4 months through targeted campaigns, and developed content strategies that boosted audience engagement rates by 25%. Aspires to contribute related to Social Media in a corporate environment and continue learning from valuable experiences.

WORK EXPERIENCE

PT. LATIVI MEDIAKARYA (tvOne)

Social Media Staff | 2024

- Researched and curated top 5 trending news stories daily, increasing social media engagement by 15% through timely and relevant content.
- Managed and grew Instagram, TikTok and Facebook accounts, achieving a 40% follower growth within 4 months through strategic campaigns and consistent posting.
- Rewrote news in image format sourced from tvOnenews.com and published it on tvOnenews social media platforms (Instagram, Facebook, and X).
- Wrote news descriptions in video format sourced from YouTube tvOnenews and tvOne Digital for publication on all tvOnenews social media platforms.
- Edited and optimized photos and videos, improving post-performance and increasing viewer retention by 10%.
- Collaborated with cross-functional teams to create multimedia content, boosting brand consistency and increasing content reach by 20%.
- Managed client content by covering client activities, creating content script outlines, preparing items needed for editing, and directing editors and graphic design teams to produce client-desired videos.
- Posted client content on all tvOnenews social media platforms daily or as scheduled.
- Created performance reports for published client content.
- Provided voice-overs for content needs.
- Conducted live streaming on tvOnenews social media platforms (Facebook, Instagram, and TikTok).

INTERNSHIP

Govokasi

Project-Based Internship Social Media Specialist | 2024

- Researched Govokasi social media to determine actions to increase brand awareness.
- Collaborated with the team in analyzing campaigns for social media.
- Researched materials and created briefs for the design team to produce content.
- Created content calendars for scheduling social media posts.
- Collaborate with team to make some campaigns for Govokasi Instagram
- Made sticker's design for promoting Govokasi in ALCOR FEST 2024
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PT. LATIVI MEDIAKARYA (tvOne)

Content Creator | 2023

- Researched trending news topics for content themes.
 - Created content outlines and scripts.
 - Sourced items needed for video editing according to content themes.
 - Produced content: prepared props for filming and conducted filming.
 - Edited produced content using CapCut.
 - Curated transcriptions for content uploaded to tvOnenews YouTube.
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EDUCATION

UNIVERSITAS PAMULANG

Bachelor of English Literature | GPA: 3.58 | 2016 – 2022

- Received a certificate as a Parallel Speaker at the 10th National Seminar “Rejuvenating The Roles of Literature, Linguistics, and Language Teaching in the Intercultural Society” held at Pamulang University in 2020.

SMK NUSANTARA 02 KESEHATAN CIPUTAT

Vocational School in Nursing | 2012 – 2015

CERTIFICATIONS

- Administrative Assistant Competency Certificate (AA Level 3) – BNSP Pamulang University | 2020
- English Score Test Certificate – British Council | 2022
- Online Course Certificate in Customer Service: Mastering the Best Service – Skill Academy | 2023

SKILLS

- Content Creation and Curation
- Content writing
- Social Media Platform Management
- Time Management
- Trend Awareness
- Detail-Oriented
- Problem Solving
- Creativity

PORTFOLIO

- Co-authored an English children's book titled "New Friends" as a [Children Literature Project](#).
- Created a short film with a class group for the Drama Performance course – [WHO? Short Movie](#).
- Scripted content for tvOne social media needs:
 - Content Reaction – [Arhan and Azizah](#)
 - Content Reaction – [CPNS](#)
 - Content Reaction – [Weather Modification](#)
- Social Media Staff Content Portfolio – [Content Projects](#)
- Script Writer Portfolio - [Projects](#)
- PBI Govokasi – [Project](#)
- Sticker Design – [Typography Sticker](#)