

MAYLA YUSNIAR

Profile

An undergraduate student majoring in Management at President University, with a focus on digital and contemporary marketing. Possesses a strong academic foundation, strengthened by practical experience gained during studies on campus. Actively involved in volunteer activities on campus and skilled in teamwork. Passionate about developing marketing skills and knowledge, and eager to contribute significantly to achieving the company's marketing goals.

Experiences

Trimegah Asset Management – Jakarta, Indonesia

Social Media Intern

Sep
2024
-
Dec
2024

- Assisted in designing and developing content strategies to enhance engagement and reach on social media accounts, with a primary focus on Instagram
- Actively involved in the entire content creation process, from trend research and idea development to content production and posting, all aimed at achieving the company's KPI targets

ICFBE (International Conference on Family Business & Entrepreneurship) – Kuching, Malaysia

Data Management

Sep
2023
-
Dec
2023

- Assisted in gathering data needed for creating content related to the conference
- Collected and organized over 50 pieces of data required during the conference
- Updated the progress of data to be uploaded to social media, collaborating with the content creation team and the social media division

INETOR (Indonesia's Next Top President Director) – Bekasi, Indonesia

Event Organizer

Apr
2023
-
Jun
2023

- Participated in brainstorming sessions and applied creative ideas to develop event concepts and themes within a month
- Successfully organized and structured the event schedule to ensure smooth execution

SOCIAL CAPITAL SEMINAR – Bekasi, Indonesia


Event Organizer

Mar
2023
-
Apr
2023

- Ensured event preparation and execution followed the schedule by planning a structured and detailed event rundown
- Took quick and effective action to address any challenges or issues that arose during the event, ensuring smooth execution



 +62 896 5230 0372

 maylayusniar@gmail.com

 Jakarta, Indonesia

Education

President University

2022 - Present

SMAI PB Soedirman

2020 - 2022

Expertise

Social Media Strategy

Event and Project Management

Communication

Computer Skill

Language

Indonesian

English