

Dina Wulandari

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PROFILE

As a committed and enthusiastic Marketing Communication student, I am passionate about marketing communications, event management, copywriting, and digital marketing. My comprehensive understanding of effective marketing and communication strategies equips me to contribute significantly to a company's success. I am dedicated to applying my knowledge and skills in real-world scenarios, driven by a strong passion for the field. My keen interest in marketing communications and digital marketing fuels my commitment to ongoing professional development and excellence in this dynamic industry.

EDUCATION

Universitas Esa Unggul	2021 - Current
<ul style="list-style-type: none">S1 Marketing Communication IPK : 3.87	
SMAS AI - Chasanah	2018 - 2021
<ul style="list-style-type: none">Social Sciences	

WORKING EXPERIENCE

Biro Pengembangan Sumber Daya Manusia Esa Unggul University <i>Staff Internship</i>	April - May 2024
<ul style="list-style-type: none">Collected and systematically organized employee data from various sources, including internal documents and communication channels, to maintain a comprehensive and up-to-date databaseFiled documents efficiently, ensuring they were properly labeled and stored in a structured manner, which improved document organizationVerified the accuracy of each record by cross-checking information to ensure consistency and reliabilityRegularly updated the university's database system to ensure all employee records were current, accurate, and easily accessible for reporting and decision-makingStreamlined data management processes, enhancing overall efficiency in document organization and data accessibility	

AD/ART Intern

- Actively assisted in the execution of various work programs at DPM FIKOM, ensuring smooth operation and successful outcomes.
- Played a pivotal role in the Comparative Study project with the Faculty of Law, where I was responsible for developing comprehensive presentation materials. I collaborated with team members to ensure that the project met its objectives and was successfully delivered.
- This experience allowed me to gain in-depth knowledge of project management, from planning to execution, while contributing effectively in a professional setting. My involvement not only enhanced my ability to work in a team but also honed my skills in organizing and presenting complex information to diverse audiences.

VOLUNTEER & OTHER EXPERIENCE

JCI ASPAC 2023

May 2023

Crowd Control

- Ensured the smooth operation of the event by effectively managing crowd flow and providing necessary assistance.
- Contributed to the success of this prestigious international event by maintaining order and safety.
- Created memorable experiences for representatives from various countries, enhancing the overall event atmosphere.

Seminar Project Team

January 2023

Title "Seminar Menerima Diri Sendiri" | Event Division

- Led team efforts in planning and executing the event to ensure optimal appeal and engagement.
- Successfully organized a well-coordinated and efficient event through effective leadership and collaboration.
- Enhanced the reputation of the event, contributing to its overall success

Social Media Strategist & Content Planner

April 2024 - July 2024

Instagram @magicbeads_co (E-Commerce Course Project)

- Collaborated with a team to manage content strategy and social media engagement on Instagram.
- Designed and scheduled relevant and engaging content to boost awareness and engagement.
- Analyzed content performance with the team to optimize account growth.

SKILLS

- **Technical** : Strategic Communication, Copywriting, Digital Marketing, Social Media Strategy, Event Management, Ms. Office, Document Filing, Administrative Support
- **Interpersonal Skills** : Teamwork, Problem Solving, Time Management

CERTIFICATE

- RevoU Mini Course - Intro to Digital Marketing
- HariSenin Minischool - Digital Marketing
- Kind to Mind - Brand Ambassador
- DPM Fakultas Ilmu Komunikasi UEU - Internship
- JCI ASPAC 2023 - International Volunteer