

RISA LAILATUL QURANIYAH

Social Media Specialist



CONTACTS

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ABOUT ME

I am Risa Lailatul Quraniyah. I am currently a 6th-semester student at UIN Syarif Hidayatullah Jakarta. I am actively involved in campus organizations (Student Association). I have a strong interest and skills in the fields of Creative, Creator, Social Media Specialist, and , Marketing.

EDUCATION

**Undergraduate, UIN
Syarif Hidayatullah
Jakarta, Tangerang
Selatan**

2025

SKILLS

- Canva Design
- Google Ads
- Editing Videos
- Riset Keyword
- Copywriting
- Problem Solving

LANGUAGES

- Indonesian
- English

WORK EXPERIENCE

**INTERNSHIP SOCIAL MEDIA SPECIALIST, PT INSPIRASI MASUK KAMPUS,
JAKARTA SELATAN**

Mei 2024 - August 2024

- I am responsible for planning and creating a systematic and structured content workflow.
- I consistently strive to stay abreast of current trends and developments in the education sector.
- Building and maintaining a strong rapport with our followers is paramount. I engage with our audience in a proactive and professional manner, responding to inquiries, fostering discussions, and addressing concerns promptly.

PART TIME MARKETING, FEELIN COFFEE, JAKARTA SELATAN

Sep 2023 - Mei 2024

- I am responsible for planning and creating a systematic and structured content workflow.
- I consistently strive to stay abreast of current trends and developments in the education sector.
- Building and maintaining a strong rapport with our followers is paramount. I engage with our audience in a proactive and professional manner, responding to inquiries, fostering discussions, and addressing concerns promptly.
- I craft captivating captions for our social media post, incorporating strong Call To Action (CTA) to encourage audience engagement and drive desired actions such as liking, sharing or visiting our stories.

INTERNSHIP CREATIVE MEDIA, FITK UIN JAKARTA, TANGGERANG SELATAN

Jan 2024 - Apr 2024

- Contributed to video editing for several events that received positive responses from the audience, increasing the company's online engagement.
- Designed visually appealing event flyers that successfully increased participation in promoted events
- Delivered informative and engaging live reports during events, enhancing the company's online presence and interaction with audience.
- Created comprehensive visual documentation of each event.

PIC PRE-EVENT JAKARTA X BEAUTY BY LOOKE COSMETICS, JAKARTA PUSAT
Dec 2023

- Successfully executed the Jakarta Beauty Gathering Event, exceeding attendance targets and receiving positive feedback from attendees.
- Established strong relationships with vendors, resulting in favorable terms and high quality services for the event.
- Implemented efficient communication channels, resulting in streamlined RSVP management and enhanced attendee satisfaction.

TEACHING PRACTICE AT SLB PURBA ADHIKA

April 2024

- Becoming a teaching assistant