

# NURYUDA TAMA

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## SUMMARY

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A social media officer and creative designer with more than 2 years' experience. Has been familiar with creating content for various social media such as Instagram. Proven to have managed social media and creative contents.

## EXPERIENCE

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### **OKE Garden - Jakarta, Indonesia**

Social Media Specialist (March 2023 – present)

- Led a team of copywriters, graphic designers, and video editors, overseeing the entire creative process from concept development in Instagram, YouTube, TikTok and Blog to final delivery.
- Managed multiple projects simultaneously, assigning tasks, setting priorities, and ensuring adherence 5-10 content to project timelines.
- Conducted regular team meetings, fostering a collaborative environment and facilitating open communication to ensure the team's productivity and creative excellence.
- Revised and proofread copy for accuracy, clarity, and grammar, maintaining a high level of attention to detail and ensuring error-free content.
- Provided feedback, guidance, and mentorship to team members, promoting their professional growth and nurturing their creative talents.

### **Uplift Creativity Program by FITK UIN Syarif Hidayatullah - Jakarta, Indonesia**

Project Director (February 2024 – present)

- Lead and oversee the strategic planning and execution of UCP by FITK to ensure a comprehensive learning experience for interns.
- Develop and implement innovative strategies to enhance the UCP effectiveness and alignment with faculty goals.
- Manage cross-functional teams to facilitate successful program outcomes, fostering a collaborative environment.
- Liaise with educational institutions and other partners to recruit top talent and maintain a robust intern pipeline.

### **PT GOFIT Inspirasi Indonesia- Jakarta, Indonesia**

Creative Content Production (October 2023 – January 2024)

- Analyze content production briefs thoroughly, utilizing the content calendar to plan and produce 4-5 high-quality pieces of content weekly.
- Coordinate content production schedules and field coverage meticulously, ensuring 3-5 events are executed smoothly and efficiently each month.
- Capture necessary photo and video footage with creativity and technical skill, supporting the creation of compelling social media content.
- Edit photos and videos skillfully, aligning with the content brief to craft a powerful and engaging visual narrative.

### **Feathjay Photography- Denpasar, Indonesia**

Social Media Freelancer (May 2023 – August 2023)

- Develop and implement a comprehensive social media strategy to enhance brand awareness, reach, and engagement.
- Create captivating and visually appealing content, including images, videos, and captions, that showcases photography portfolio and services.
- Identify and collaborate with influencers, photographers, and relevant brands to expand our reach and create mutually beneficial partnerships.

### **TEDxUINJakarta - Jakarta, Indonesia**

Social Media Manager (July 2022 – April 2023)

- Develop a content plan that fits the identity and goals of the organization by collaborating with staff the department's internal.

- Held a weekly and monthly meeting with social media staff to develop internal social interaction and brainstorming content ideas with focus group discussion methods.
- Planning and creating monthly content to improve the engagement of social media accounts using a content calendar.
- Manage the division up to date with analyzing trends to discover new ideas for upcoming Instagram feeds, reels and story content.
- Monitoring staff performance in writing and graphic editing through Whatsapp to produce great content.

## EDUCATION

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### **SATRIA VOCATIONAL HIGH SCHOOL JAKARTA (2017 - 2019)**

Multimedia Major

### **SYARIF HIDAYATULLAH STATE ISLAMIC UNIVERSITY OF JAKARTA (2019 - present)**

English Education Bachelor Degree - GPA 3,37.

## SKILLS

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- *Project management*
- *Social media management*
- *Creative design*
- *Creative editing video*
- *Photography*
- *Videography*
- *Copywriting*