

PUTRI BALQIS AZZAHRA

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OBJECTIVE

I am a second year student of Digital Communication and Media, IPB University Vocational School. A very detail and structured person with having a strong analytical and critical thinking skill to solve a problem. I'M having an interest in social media strategy and have an experience to increased the brand awareness of a small business with the skills I have. Also have an experience being a talent in small business My Jersey. I'M willing to work underpressure and having an adaptable mindset to work in a group team.

EDUCATION

IPB University | Bogor, West Java, Indonesia *August 2022 – present*

Bachelor of Applied Science – BAsC, Digital Communication and Media

- Experienced for being a digital public relation officer in Kantor Desa Ciomas and expand their connection in digital public relation services. Also assist them for handling their social media accounts, such as creating the posts template for their Instagram account, etc. (*coursework: Digital Public Relation*)
- Had a project to increased the brand awareness of a small business. Analysed and made a strategiest to achieve the top level of brand awareness. (*coursework: Creative Brand Communication*)

SMAN 3 Babelan | Bekasi, West Java, Indonesia *2019 – 2022*

Natural Science Student

EXPERIENCE

Student Executive Board

January 2023 – present

Vice President of Student Career Development

- Coordinating and Organizing all the work plans in term of my tenancy and assited the chairman to execite the programs. Validated all the decisions and policies in Career Development Departement.

My Jersey

Content Creator

Nov 2023 – Dec 2023

- Being a talent, content writer, preview, and edit also renew an Instagram account before the publishing time.

Staff of Event, Viexpo Fair

Head of Public Relation

Aug 2023 – Nov 2023

- Built and maintain a good relation with every stakeholders that correlated to the event, also responsible to be a mediator in distribute the informations of the event.

Staff of Event, Kelas Luar Kampus Manajemen Mahasiswa

Head of Public Relation

Jun 2023 – Aug 2023

- Take a responsibility connecting the informations, coordinate in chosing a media partner, being responsible in permitted for external partner in particular and internal in functionaries for the event.

Staff of Event Pendidikan Karya IPB

Staff of Public Relation

March 2023 – July 2023

- Handling in media partner, being a talent and also being a liaison officer in distributing the information of broadcasting the event.

Staff of Event, SV IPB Culture Week

Secretary

Jan 2023 – May 2023

- Handled all the administration stuff during the event, such as arranging the meeting schedules, made a letter permit, etc.

Student Executive Board

Staff of Student Development

Jan - Dec 2022

- Maintain and develop the quality of Human Resources for IPB Student functionaries, as well as facilitators in developing the potential IPB Vocational School Student in particular.

Staff of Event Kelas Pengembangan

Staff of Public Relation

Dec 2022 – Jan 2023

- Handling in media partner, being a talent and also being a liaison officer in distributing the information of broadcasting the event.

Internship Student Executive Board

Staff of Multi Media

Dec 2022 – Jan 2023

- Handled an Instagram account of the event to increased the event visibility in public.

LANGUAGE AND SKILL

Language: English (Professional Working Proficiency) Bahasa Indonesia (Native)**Skills:** Microsoft Office (MS Word, MS Teams, MS Excel, MS Power Point, etc), Software Design (Canva, CorelDraw, Adobe Family)

