

# Nabilah Amalia Ariani

nabilaariani@gmail.com | +62 856-9786-5416 | [linkedin.com/in/nabilah-amalia-ariani](https://www.linkedin.com/in/nabilah-amalia-ariani) | Jakarta, ID



Nabilah is a fresh graduate from LSPR Communication & Business Institute Jakarta Majoring in Marketing Communication. Nabilah is a curious learner and self-motivated student who consistently demonstrates a strong drive for personal and professional growth.

Result-oriented with her experience in the Marketing and Partnership industry have equipped her with a skillset that enables her to make a significant impact in the Marketing Communication field. Nabilah actively seeks out new opportunities to develop her skills and knowledge in these areas, such as Brand Strategist, Marketing and Advertising.

## EDUCATION

---

### LSPR Communication & Business Institute Jakarta

Sept 2020 – Nov 2024

Bachelor in Communication, Major in Marketing Communication

- GPA: 3.71/4.00
- Relevant Coursework: Strategic Branding, Global Brand Strategy, Brand Communication and Activation, and International Marketing.
- Award: Mahasiswa Berprestasi di Non Akademik Program (periode 2022 - 2023)

## PROFESSIONAL EXPERIENCES

---

### Marketing Communications (Contract), Qwords Company International

Oct 2024 – Present

- Assisting in the creation of digital products (video tutorials, eBooks, and more).
- Acting as a talent for social media video content production, collaborating with videographers and social media specialists.
- Expanding partnerships with affiliate Key Opinion Leaders (KOLs).
- Communicating with content creators for product endorsements.
- Proposing partnership opportunities to partnered schools (sekolah binaan).
- Monitoring events and networking with communities.
- Creating strategy for upcoming events and campaigns.

### Social Media Specialist (Intern), KG Media Indonesia

Aug – Dec 2023

- Handling multiple social media accounts (Kompas.com, KG Media, Jernihkan, Jagoan Lokal, Jernih Berdakwah) across various platforms such as Instagram, Twitter, Facebook, and Tiktok
- Creates briefs, copy visual, and copy writing for different content.
- Examine and provide comprehensive social media analytics, including monthly performance summaries, media partners reports, and campaign reports.
- Use platforms like Meta Business Suite to schedule social media posts effectively.

**Brand and Customer Relations (Part-time), Wearblack Indonesia**

Jan – Feb 2021

- Handled and impacted with over 70 local brands, effectively driving business growth and fostering long-term partnerships
- Organized internal operations to enhance service quality, resulting in improved customer satisfaction ratings and increased brand loyalty
- Responsible for the communication between Customer to Brand and Brand to Customer
- Implemented solutive strategies to streamline Customer-Brand interactions

**Marketing Team (Intern), Wearblack Indonesia**

Oct – Dec 2020

- Planned and conceptualized creative content on Wearblack's Social Media platforms
- Assisted in market research and analysis to identify target audiences and optimize marketing plan process
- Created persuasive copywriting for marketing campaigns, and content creating

**ORGANIZATIONAL & VOLUNTEER EXPERIENCES**

---

**Marketing Communication, Festival of Twenties by In Our Twenties**

Dec 2024

- Building Strategic Community Partnerships
- Collaborating with Key Opinion Leaders (KOLs)

**Marketing and Publicity, TED x LSPR**

Aug 2023 – Sep 2023

- Coordinating social media activities for TEDxLSPR
- Developing a comprehensive social media content strategy

**Treasurer Officer, LSPR English Club**

Sept 2022 – Nov 2023

- Managed the financial operations of LSPR English Club, from overseeing budgeting, expense tracking, until financial reporting in order to ensure accurate financial management
- Collaborated with club members and external partners to secure sponsorships and partnerships, effectively maximizing resources and funding opportunities

**Liaison Officer, Hybrid English Competition by LSPR English Club**

Aug 2022

- Responsible in coordinated of contact and bridge between the event committee and participants throughout the event
- Facilitated effective information exchange with participants, addressing their inquiries, providing necessary updates, and ensuring their needs were met during the competition.

**Class Coordinator, Campus Fair 75 Senior High School Jakarta**

January 2020

- Organized various activities and events during the Campus Fair
- Responsible for communicating important information and ensuring smooth coordination and cooperation among all parties involved in the Campus Fair.

**SKILLS**

---

**Language:** Bahasa Indonesia (First Language), English (Upper Intermediate B2).**Technical Skills:** Microsoft (Word, Excel, & Powerpoint), Canva.

**Interest:** Learning new languages, books, documentaries.

**Competencies:** Communication Skill, Creative Thinking, Critical Thinking, Negotiation, Problem Solving, Social Media Management, Copywriting Skill, Community Engagement and Budget Management.