

MUFIDAH

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Semarang, Indonesia

I am a Management student at PGRI University Semarang with good academic performance and interpersonal skills. Have the ability to analyze social media data, research social media content, prepare marketing channels on social media platforms, and create vertical video content for Instagram and TikTok social media accounts. Currently, want to develop skills in the field of digital marketing.

Education

Universitas PGRI Semarang

Jul 2021 - Feb 2025 (Expected)

Bachelor Degree in Management, 3.85/4.00

- Relevant Subjects: Digital Marketing, International Marketing Management, Strategic Marketing Management, Consumer Behavior, and retail management.

Committee & Leadership Experience

Manifesto 6.0 With Rizky Febian, Management Student Association - Universitas PGRI Semarang

Sep 2022 - Nov 2022

Social Media Marketing (Decoration and Documentation Team)

- Crafted a visually compelling Instagram Manifesto 6.0 2022 feed that captured audience attention, increasing follower engagement by 45% and boosting brand interaction by 30% in the first quarter.
- Create 50% posters and banners for the event in the team.
- Executed a targeted social media campaign on Instagram, growing the audience base by 150% and achieving an engagement rate of 15%, reaching over 1,000 new users in three months.
- Managed to sell 1000+ concert tickets via the Instagram platform.
- Create interesting content in the form of photos and videos on Instagram Stories and TikTok, 3-5 content per week
- Publication of all events 100% on social media regularly from start to finish.

Class Coordinator - Universitas PGRI Semarang

Oct 2021 - Present

Basic Accounting Courses, International Marketing Management, Marketing Management Seminar, and E-Commerce

- Responsible as a class coordinator for taking meeting minutes and distributing lecture assignments as well as making regular 100% recaps of student attendance.
- Helping 100% of lecturers in disseminating various information, in WhatsApp groups ranging from formal information originating from the University to information on assignments and other lecture activities.
- Coordinate with lecturers in organizing 50+ students so that online and offline lectures can run well and optimally.

Course & Project Experience

Short Class, MySkill

Apr 2024 -

UI/UX Research and Design: UX Writing

- Learn about the basics of UX Writing and its main goals and learn UI Components. As well as designing UX Writing from the case studies provided.

Short Class, MySkill

Apr 2024 -

Sales and Business Development: Intro to Client Management

- Learn about introduction to client management, client onboarding process, client retention, and CRM for client management and design client onboarding processes and client retention from the case studies provided.

Short Class, MySkill

Apr 2024 -

Digital Marketing: Introduction to Copywriting

- Learn about the basics of copywriting, including characters, anatomy copywriting formulas, and design copywriting from the case studies provided.

SP2020 LongForm Officer, Badan Pusat Statistik - Pati, Jawa Tengah

May 2022 - Jul 2022

Population Census Officer

- Carrying out calculations and calculating 20% of the population in Pati Regency, Central Java.
- Calculating population growth of 20% in 6 villages in Pati Regency, Central Java.
- Analyzing various population problems in 6 villages in Pati Regency, Central Java.

Entrepreneur Festival Management - Faculty of Economics and Business, Universitas PGRI Semarang

Feb 2022 - Jun 2022

Sales and Marketing

- 100% analysis of what products will be sold at the Management Entrepreneur Festival bazaar with my team
- Prepare a product proposal that has been 100% worked on to be submitted to the lecturer.
- Create 2 products that were confirmed by the lecturer and managed to get a 25% profit when selling at the Management Entrepreneur Festival bazaar.
- Prepare final sales reports to be submitted to lecturers. And present a presentation of 100% of the results of the final report that has been carried out.

Skill & Other

- **Soft Skills:** Adaptability | Attention to Detail | Time Management | Desire to Learn | Teamwork.
- **Hard Skills:** Canva | Capcut | Microsoft Office (Word, PowerPoint, Excel)
- **Language:** Indonesian (Native) | English (Intermediate)
- **Interest:** Photo & video editing | Fashion | Make-Up | Listening to music