

DAFTAR RIWAYAT HIDUP



Marcella Anindita Davisca

Final Year Communication Student with Public Relations Minor

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I'm a hardworking person and a good team player, also have multitasking capabilities. I also have good interpersonal and good communication skills. I'm able to work in a team and also independently. I'm an easy going and detail oriented person.

Education

University Of Pembangunan Jaya | August 2018 - Present
Bachelors of Communication | GPA 3.69/4.00

Best Paper Of Public Relations Interview "KOM Awards 2020", Best audio visual media "KOM Awards 2020", Best Public Relations Campaign Planning "KOM Awards 2021", and Marga Pembangunan Jaya Scholarship

Experience

PT. Shopee International Indonesia (Shopee Indonesia)
Marketing Project Intern | June 2021- September 2021

- Recruit and build strong relationships with Influencers/affiliates through Influencer and Affiliate campaigns.
- Manage affiliate database and monitor registrations on a day-to-day basis.
- Manage communication on promotional information and performance progress with influencers and affiliates.

Universitas Pembangunan Jaya
Teaching Assistant | September 2020 - January 2021

Become a teaching assistant for the "Pengantar Ilmu Komunikasi" course with the task is checking student forums, checking assignments from collabor platforms and inputting student grades.

Content Writer for @Wifikaampus Instagram | November 2019 - August 2020

- Create, manage and distribute content @Wifikaampus Instagram.
- Doing research on the latest trends.

Research Assistant at Communication Department | August 2020 - August 2020

Make a research transcript of two informants with a recording duration of about 1 hour.

Innovation Program Staff at Communication Department | May 2020 - May 2020

Collect documents for KATSINOV, read KATSINOV documents, fill out KATSINOV forms according to the collected innovation documents.

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Telemarketing Intern | October 2018 - January 2019

- Communicating with high school students and promoting Universitas Pembangunan Jaya.
 - Follow up for high school students to register at Pembangunan Jaya University.
 - Follow up with prospective students to complete supporting documents and payments
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Organization

Academic Coordinator | HIMAKOM 2020/2021

I was responsible to planning, organizing, leading, and controlling, the HIMAKOM Universitas Pembangunan Jaya Academic Division. Creating, commanding, and executing working program for one year such as Tutoring Class, Cerdas Cermat Competition, Academic Competition Canal, and Virtual Company Visit

Event Leader | Collaboration Festival (CoFest) 2021

I was responsible to planning, organizing, leading, and controlling, the CoFest 2021 all division such as Event Division, Public Relations Division, Documentation and Design Division, Equipment and Logistics Division.

Assistant Event Leader | Communication Awards 2020

I was to planning, organizing, leading, and controlling the KOM Awards 2020 All Division such as Event Division, Public Relations Division, Documentation and Design Division, Equipment and Logistics Division.

Member of Academic Division | HIMAKOM 2019/2020

I was responsible to planning, organizing, leading, and controlling the Cerdas Cermat Competition.

Documentation and Design Coordinator | COMPLETE 2020

I was responsible to planning, organizing, leading, and controlling the COMPLETE 2020 Documentation and Design Division such as Photography, Videography, Video Editor, Graphic Design.

Member of Sponsorship Division | Collaboration Festival (CoFest) 2019

- Making an Collaboration event between sponsor and CoFest such as Seminar Collaborative Marketing with FIFGROUP, and Campaign Competition with ANTIS.
 - Have succeed gaining 9 sponsorship with a different variety of brand such as Graha Raya, FIFGROUP, ANTIS, Jaya Beton, Jaya Konstruksi, MS Digital Printing, King of Kebab, Sosro, and RSPI Bintaro.
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Skill

- Public Speaking
- Campaign Management
- Social Trends Research
- Organizing and Planning
- Microsoft Office