

# DAFTAR RIWAYAT HIDUP

## FRESHA ALMADITHA DIVARANI

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### EXECUTIVE SUMMARY

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#### PROFILE

Communication Science student with a minor in Public Relations at Pembangunan Jaya University that is interested in the field of public relations, communication, and social media. I'm a quick learner, having highly motivated and always willing to learn new skills in order to enhance my abilities, someone who is able to work in a team, and also enjoys meeting new people.

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#### EXPERIENCES

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| Apr 2019 – Mar 2020 | <b>Student Ambassador at Pembangunan Jaya University</b><br>Introduced and promoted Pembangunan Jaya University to high school students   |
| Sep 2020 – Dec 2020 | <b>Social Media Marketing Intern at Pembangunan Jaya University</b><br>Shared contents from Pembangunan Jaya University Instagram Account   |
| Feb 2021 – Jul 2021 | <b>Social Media Specialist IN2FOOD Project</b><br>Operating IN2FOOD Project Social Media, especially their TikTok account   |
| Apr 2021 – Jul 2021 | <b>Media Supervisor Intern at Muka Umum Creative Studio</b><br>Operated @MukaUmum Social Media, and also creating the contents  |
| Oct 2021 – Nov 2021 | <b>Design Team at Dasawarsa UPJ (10<sup>th</sup> UPJ)</b><br>Created posters, zoom backgrounds and certificate designs  |
| Dec 2021            | <b>Crew Member of Seminar Hasil dan Focus Group Discussion Pembangunan Jaya University</b><br>Created crew nametags, captured event activities with photos and videos, and make press release |
| Jan 2022            | <b>Community Service with RPTRA all around Pesanggrahan</b><br>Helping lecturer to capture event activities with photos and videos, created certificate designs, and make press release       |
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## ORGANIZATION AND COMMITTEE

- Jun 2020 – Nov 2020 **Member of Mentoring Division PRIMA 2020 at Badan Eksekutif Mahasiswa Universitas Pembangunan Jaya (BEM UPJ)**
- Mentoring New Student anything about Pembangunan Jaya University
  - Participate in mentoring training and lesson learning
- Jul 2021 – Jun 2022 **Member of Public Relations Division at Himpunan Mahasiswa Ilmu Komunikasi Universitas Pembangunan Jaya (HIMAKOM UPJ)**
- Content creating for HIMAKOM social media account
  - Building and maintaining relationship either with internal or external parties
  - Social Media Content PIC
- Dec 2021 – Mar 2022 **Member of Public Relations and Design Division at Collaboration Festival 2022**
- Content planning and content creating for CoFest social media account
  - Designed the whole event designs, such as key visual designs, certificates, merchandises, posters, etc.
- Feb 2022 - Present **Manager Communication and Marketing Division at Careers Virtual Job Fair 2022**
- Responsible for all Communications and Marketing sub division work programs, such as Social Media, PR and Partnership, and Design sub division
  - Responsible for coordinating communication, supervising, and directing the performance of each division member
  - Making work progress reports and time plan for each sub division
  - Designing all event poster, such as social media posters, video posters, and lift poster for media partners
- Mar 2022 - Present **Event Crew at LDK Complete 2022**
- Creating the whole event concepts
  - Making online event rundown
  - Sharing information for participants

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## EDUCATION

- 2016 – 2019 **Social Sciences at SMAN 47 Jakarta**
- Awarded as 1st Winner of Ratoeh Jaroe Competition Fusion 2017
  - Awarded as 1st Runner-up of Ratoeh Jaroe Competition STIKes PERTAMEDIKA 2017
  - Awarded as 1st Runner-up of Ratoeh Jaroe Competition Eighty Six Cup V 2017
  - Awarded as 1st Runner-up of Ratoeh Jaroe Competition Litrois Cup II 2018
  - Member of Traditional Saman Dance Empat Tujuh (TRASET)
- 2019 – 2023 **Communication Sciences at Pembangunan Jaya University**
- GPA 3.65/4.00
  - Awarded KomAward as Winner of Best Organizational Communication Paper 2021

- Awarded KomAward as Winner of Best Audio Visual Media Works 2021
- Awarded KomAward as Winner of Best Communication Ethics Blog 2021
- Best Video at World Clean Up Day HIMAKOM
- Student Ambassador of Pembangunan Jaya University
- Member of Himpunan Mahasiswa Ilmu Komunikasi Universitas Pembangunan Jaya (HIMAKOM UPJ)

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#### SKILLS

Communication Skills	Expert	Content Writing	Skillful
Public Relations	Skillful	Microsoft Office	Expert
Public Speaking	Skillful	Adobe Software	Skillful
Content Creating	Expert	Canva	Expert

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#### COURSE AND CERTIFICATIONS

Sep 2020	Course Certified: First Step Korean, Yonsei University
Sep 2020	Course Certified: Learn to Speak Korean 1, Yonsei University
Sep 2020	Course Certified: Creative Thinking: Techniques and Tools for Success, Imperial College London

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#### LANGUAGES

Indonesia	Native Speaker	English	Highly Proficient
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#### LINKS

LinkedIn	<a href="https://www.linkedin.com/in/freshaalmdth/">Linkedin.com/in/freshaalmdth/</a>
Instagram	<a href="https://www.instagram.com/freshaalmdth/">Instagram.com/freshaalmdth/</a>