

# DAFTAR RIWAYAT HIDUP



**Asyita  
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📁 My Portfolio: <https://bit.ly/2023PORTOFOLIOASYITA>  
📍 South Tangerang, Indonesia

## SUMMARY

- A passionate person who want to explore a new things in a new trends, love facing the challenges, also an adaptive person who will learn more about Public Relations and its field.  
- Passion in the field of Public Relations, Partnership, Digital Marketing, and Social Media by making more than 5 digital PR campaign works as a lecture assignments.

## EXPERIENCE

**Copywriter Intern** 10/2022 - 01/2023  
PT Sewu Segar Primatama (Re.juve)

- As a content article writer in making 20+ lifestyle articles on the rejuve.co.id website based on SEO and Google Keyword Planner.
- Designing lifestyle article covers to be uploaded on the rejuve.co.id website
- Manage partnership relation for the flagship event automotive project "The 22nd International Otobursa Tumppek Blek 2022" held on 3 - 4 September 2022.
- As one of the committees responsible for media registration in the press room on the day of the Otobursa Tumppek Blek 2022 event on 3-4 September
- Handling opening ceremony & press conference with Bambang Soesatyo as a chairman of the Indonesian motorcycle association (IMI)
- Managing Media Relations for event and Handling Online Media Partners in total 30+ partners, Manage Media gathering & Press Conference, Monitoring Media Value.

**Public Relations Intern** 06/2022 - 09/2022  
Grid Network - Kompas Gramedia

- Responsible as a Public Relations Intern at Marketing Communication Division Automotive Media Grid Network
- Manage partnership relation for the flagship event automotive project "The 22nd International Otobursa Tumppek Blek 2022" held on 3 - 4 September 2022.
- As one of the committees responsible for media registration in the press room on the day of the Otobursa Tumppek Blek 2022 event on 3-4 September
- Handling opening ceremony & press conference with Bambang Soesatyo as a chairman of the Indonesian motorcycle association (IMI)
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**Graphic Designer Manager** 02/2022 - 06/2022  
CORE UPJ 2022 (National Seminar Event)

- Lead the design team and makes various design, such as e-poster of national Seminar CORE UPJ 2022, video, daily content Instagram @core.upj and Linked in CORE UPJ.
- Maintained a good communication skills in my group division, as a team leader i always lead our creativity and doing our task together.
- Make total 20+ output design in this CORE UPJ 2022 event with CANVA

**Student Ambassador Universitas Pembangunan Jaya (UPJ)** 10/2021 - 04/2022  
Digital Marketing Team (Freelance)

- Research new trend or campuss activities for daily content in UPJ Bintaro Instagram.
- Create a content planning for UPJ Bintaro Instagram.
- Evaluate important metrics and engagement that affect Instagram UPJ Bintaro.
- Work with a team to brainstorm new idea, copywriting, and innovative growth strategies.

**Student Ambassador Universitas Pembangunan Jaya (UPJ)** 11/2020 - 02/2021  
Telemarketer (Freelance)

- Calling potential new student and informing them about beneficial knowledge promotion, and its information of UPJ