

# CV/Riwayat Hidup

[Zatia Iwana Akalili]

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I am a sixth-semester student majoring in Communication Science, Faculty of Humanities and Business, Universitas Pembangunan Jaya. I have interest and experience in broadcast journalism, especially in creating content on social media and writing articles or news.

## EDUCATION

**PEMBANGUNAN JAYA UNIVERSITY** [September 2020 - Present]

Communication Science; Broadcast Journalism

GPA: 3.68/4.0

Relevant Coursework: Broadcast Journalism, Public Relation, Campaign, Social Media

**MUHAMMADIYAH 25 PAMULANG SENIOR HIGH SCHOOL** [2017 - 2020]

## WORK EXPERIENCE

**UNIVERSITAS PEMBANGUNAN JAYA** [October 2020 - January 2021]

**Social Media Team**

- Responsible for checking social media content UPJ
- Responsible for dissemination of social media content UPJ

## ACTIVITIES

**CAREREERS JOB FAIR 2023** [February 2023 – Present]

Manager of Marketing Communication

- Responsible for the work programs of the Public Relations & Partnership Division, Social Media Division, and Design Division
- Brainstorming and determining content ideas Social Media Division, Public Relations & Partnership Division promotion strategy, Design Division master design
- Coordinate communication between social media division, PR & Partnership division, and design division
- Supervise the performance of each member of the Public Relations & Partnership Division, Social Media Division, and Design Division
- Responsible for coordinating with external parties who work with Carereers
- Prepare work program reports from the Public Relations & Partnership Division, Social Media Division, and Design Division
- Arrange Budgeting Tables for the Marketing Communication Division
- Develop a work time plan for the Marketing Communication Division

**COLLABORATION FESTIVAL 2023** [September 2022 – March 2023]

Public Relations Division Member

- Find and create media partner contact lists
- Contact Media Partners
- Made value media partner barter packages
- Made media partner proposals
- Create MoU media partners
- Contact schools and universities in Tangerang Selatan and Jakarta Selatan to offer event activities

## ORGANIZATION

**COMMUNICATION SCIENCE STUDENT ASSOCIATION** [August 2021 – September 2022]

Academic Division Member

- Help Communication Science students in Introduction to Communication Science course by tutoring
- Made academic competition (Smart Quiz)
- Help channel academic potential to encourage UPJ Communication Science student achievement

## **PROJECTS**

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### **CREATE CAMPAIGN FOR FRESH MARKET BINTARO**

[Fifth Semester]

Course: Strategi dan Taktik Hubungan Masyarakat

- Create campaign planning strategies and tactics for Fresh Market Bintaro
- Make a survey for 100 respondents in Tangerang Selatan
- Analyzing situation at Fresh Market Bintaro
- Analyzing publics for the campaign based on demographic data

### **NEWS TALK SHOW (HOST)**

[Fifth Semester]

Course: Produksi Berita Televisi

- Host in news talk show
- Write a news talk show script
- Create a news talk show rundown
- Conduct news coverage related to news talk show topic

### **CREATE SIX NEWS FORMAT**

[Fifth Semester]

Course: Produksi Berita Televisi

- Write a news script
- Edit news videos
- Do live reports related to news topics
- Conduct news coverage related to news topics

## **SKILLS**

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- Social Media
- Public Relations
- Media Relations
- Writing
- Communication
- Event Planning
- Microsoft Word
- Microsoft PowerPoint
- Microsoft Excel
- Canva