

ULFAH MAWALATUL KHOIRIYAH

+628 5720737794 | ulfah.mawalatul_si19@nusaputra.ac.id | <https://www.linkedin.com/in/ulfah-mawalatulkhoiriyah-475523219>

Sukabumi City, Indonesia, 43152

About me

Introducing my name is Ulfah Mawalatul Khoiriyah, I am a new graduate of Nusa Putra University with a background majoring in information systems, computer engineering and design faculty with a GPA of 3.68 class of 2019. I have a high commitment and prospect to constantly improve my quality and credibility in the field of Research and Development (kalodata, meta ads, office, etc), Search Engine Optimization Specialist, Enterprise Resource Planning, Social Media Specialist, Bussiness Analyst, Strong Writing and Editing Skills, Content Writer (wordpress, google trend, google keyword planner, ubersuggest, etc), Copywriter and Public Relations. I am also adaptable, fast learner, love challenges, and willing to take risks to achieve my goals.

Experience

PT Mairodi Mandiri Sejahtera – Digital Marketer

Oct 2023 – Jun 2024

- Make social media post 5 times a day
- Develop content ideas once a week and present them to the team
- Create 6 advertising campaigns on various social media (Meta ads, TikTok ads, Google ads) once a week
- Copywriting articles for the company website
- Become a director and talent in creating video content
- Create poster design, flyers, video covers for content needs
- Edit videos using the Canva, Vn, and Capcut applications
- Sending one thousand WhatsApp marketing messages a week using WBS Pro and Delim tools
- Trusted to be the head of digital marketing team that holds the BNSP certification brand with the task of controlling the work of team members

Growth Hub – Content Writer Intern

Mar 2023 – Jun 2023

- Develop content briefs for Instagram Growth Hub posts
- Coordinate with other divisions to align content ideas
- Make weekly work reports on a regular basis

Studia – Product Development Intern

Feb 2023 – Jun 2023

- Coordinate and execute product development activities under the supervision of the project manager
- Complete the product development project according to the budget and schedule that has been set
- Improving the quality of the product development process and sustainable productivity
- Review and recommend new strategies related to the Studia product development process

PT. Bumi Persada Propertindo (Cilap Residence) – Sosial Media Specialist Intern

Jun 2022 – Dec 2022

- Responsible for maintaining the credibility of the company name through the content created
- Follow and analyze regularly the development of current trends
- Prepare and organize social media content ideas at the beginning of each month for the next one month
- Evaluate and analyze audience response interactions on social media (Instagram, TikTok and Facebook)
- Make copywriting wording and captions before each content is published
- Become a talent as well as a voice actor for video content to be published

SD Negeri Cikiray Kidul x Kampus Merdeka

Aug 2022 – Dec 2022

- Became one of the best students selected to teach at SD Negeri Cikiray in the Teaching Campus program from 30,000+ registered students throughout Indonesia
- Collaborate with several other students to complete the mandatory activity program from the Ministry of Education and Culture for schools.

- Introducing some simple numeracy apps to students so they can use them while studying at home (implementation in line with my major in Information Systems)

CV. SUBA-Arch – SEO Content Writer Intern

Aug 2021 - Oct 2021

- Writing content or articles that aim to educate and provide information to readers about architecture according to the field of the company CV. SUBA-Arch.
- Conduct research on relevant keywords using Google Search Console, Google Keyword Planner and Ubersuggest tools.
- Optimizing content using SEO techniques by using the Yoast SEO plugin to increase web traffic that leads to the company's website.

Skills, Achievement and Other Experience

- **Training Academy Clerina** (2023): Content strategy
- **Training Academy Clerina** (2023): Corporate Communication
- **Training Academy Clerina** (2023): New Employee Orientation (NEO)
- **Achievements** (2023): West Java Reading Ambassador 2023
- **Achievements** (2023): 1st winner of Ambassador Baca Puteri Sukabumi Regency 2023
- **Certification** (2023): Public Speaking in Global Training & Test Center (GTTC)
- **Certification** (2023): Microsoft office training held by Global Training & Test Center (GTTC)
- **Achievements** (2023): Participant in Best 1st Place in Public Speaking at the Global Training & Test Center with Grade A Grades
- **Journal Publish** (2022): Journal entitled Application of the Federal Enterprise Architectural Framework Model in School Financial Management
- **Achievements** (2022): Best Paper in the National Seminar on Information Systems & Information Management
- **Achievements** (2022): Indonesian - Ukrainian Student Exchange at Alfred Nobel University
- **Achievements** (2021): 3rd Place in the District Level Poetry Reading Competition held by the Regional Executive Council of the Indonesian National Youth Committee, Sukabumi Regency
- **Achievements** (2021): Recipients of the Jabar Future Leader Scholarship 2021 scholarship
- **Achievements** (2021): 2nd place in the Nusa Putra University Law Debate Competition
- **Project** (2021): UI Design Marketing application – CV.SUBA-Arh
- **Achievements** (2020): Top Creators of the Kaskus Female Platform Forum
- **Achievements** (2020): Popular Creators of the Kaskus Platform Hobby Forum
- **Achievements** (2018): Favorite Short Story Writer for National Level Publisher Trail Publishers
- **Achievements** (2018): 1st place in the National Level Harasi Publisher Short Story Writing Competition
- **Soft skills:** Good Communication, Problem Solving, Teamwork, Creative, Critical Thinking, Public Speaking, and Leadership.
- **Hard skills:** Ms. Office, English Language (intermediate), writing, marketing, Management, and Data Analysis Skills.

Education

Nusa Putra University – Sukabumi, Indonesia

2019 – 2023

Bachelor Degree in information System

- Public Relations Division at the Information Systems Student Association
- Head of the Ministry of Student Development in the Student Executive Body

SMAN 1 Surade – Sukabumi, Indonesia

2015 – 2018

natural science

- Top 1 Class Ranks
- Vice Chairman of the Core Self Defense Organization of SMAN 1 Surade
- Members of Spiritual Organizations

Organization Experience

Association of Reading Ambassadors for Sukabumi Regency

Mar 2023 – Now

Responsible Division Head

Information Systems Student Association – Nusa Putra University

Aug 2020 – Jul 2022

Public Relations Division

- Establish cooperation with internal and external parties
- As a facilitator or liaison from HMSI with various parties, both internally and externally
- Build and maintain active communication between association members in order to create increased performance.

Student Executive Board – Nusa Putra University

Sep 2020 - Sep 2021

Minister at the Ministry of Student Development

- Build a lot of good relations with all student organizations
- Creating work programs that build the self-quality of Nusa Putra University students
- Become a forum or activator for every competition held by DIKTI to be implemented in the campus environment
- Doing control over all Campus Activity Units (UKK)

Real Working Class Group (KKN) – Taman Jaya Village Government

Mar 2022 - Apr 2022

Head of Field Coordination

- Carry out supervision and direction in each work program to be carried out
- Coordinate the results of the work with the Taman Jaya village government
- Understand deeply about the target of the work program to be carried out
- Fully responsible for every work program completion

Speaker & Master of Ceremonies Experience

Public Speaking Webinar by Sukabumi Regency Archives and Library Service

Jun 2024

Speaker

- Become a speaker with the theme tips and strategies for being good at public speaking

Sharing Activity Literation by Paguyuban Duta Baca Kabupaten Sukabumi

Mar 2024

Speaker

- Become a speaker on the theme of returning to the holy with literacy

Digital Marketing Mini Bootcamp by Edspert.id

Jan 2024

Speaker

- Become a speaker on the theme of unlocking the power of chatgpt in digital marketing

Sharing Activity Literation by Forum TBM Kota Sukabumi

Jun 2023

Speaker

- Become a speaker on the theme the role of reading ambassadors in a literate society

Idea Community Argumentation by Youth Idea Community

Jun 2023

Speaker

- Become a speaker on a theme has many ways to build a good and enjoyable literacy perspective

Grand Final of STKIP BINA MUTIARA SUKABUMI Education Ambassador

Jun 2023

Judging jury

- Become a judge to determine the top 3 winners of the STKIP BINA MUTIARA SUKABUMI education ambassador which will continue to the West Java level

Literacy Talk with Indonesian Education Literacy Ambassadors

May 2023

Speaker

- Become a speaker on the theme of increasing interest in literacy among today's society

Ramadan Millennial Talk by Sukabumi Regency Reading Ambassadors

Apr 2023

Speaker

- Become a speaker on the theme of dialectical emergency is an enigma

Kejar Mimpi by CIMB Niaga

Apr 2023

Speaker

- Become a speaker who explains about shields in realizing an inspiring female figure

"Ngabuburead" Program with West Java Reading Ambassadors

Apr 2023

Speaker