



PRABARINI KARTIKA

(ERIN)

Jakarta, 20th of December, 1993

PROFILE

Experienced 3,5 years being a journalist with an advance writing skills. Started out reporting for entertainment industry, moved to in-depth reporting for a wide range of issues, and last to data-based reporting.

ACADEMIC BACKGROUND

Universitas Indonesia

Bachelor of Social Science

- Major in Journalism, Communication Department, from 2012 to 2016
- Secretary of Communication Science Student Council

INTERESTS

- Humanitarian Issue
- Culture
- Book
- Film

CONTACT DETAILS:

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CAREER HISTORY

Kumparan (Nov 2016 - June 2020)

Content Intelligence and
Homepage Management

- Manage kumparan's website and app homepage, also push notifications
- Pitch ideas for data-based report, gather the data, interview, and write the report
- Co-host kumparan's podcast, including research for themes and arrange the framework

In-Depth Reporting

- Conduct initial reporting, pitch and brainstorm on weekly reporting ideas
- Interview and research
- Produce a long form article up to 1000 words with strong editorial judgement, covering politics, current affairs

Entertainment and Showbiz

- Interview and produce writing about entertainment industry with specialization on covering film and music

Yogrt Mobile App (May - Nov 2016)

Content Operations

- Coordinate up to 50 freelancers (agents) to fill Yogrt timeline with directions given
- Create in-app campaign to increase Daily Active Users (DAU) and retention
- Be responsible with monthly budget for agents and campaign activation