

MEGHAN LEVANA

Communications | Digital Marketing

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Jakarta, Indonesia

bit.ly/portfoliomeghan

Passionate and motivated communications professional with experience in Digital Marketing, especially Social Media Management, Public Relations, SEO writing, and Event Support. Eager to learn and a team player. Seeking a challenging role to contribute to the growth and success of a dynamic organization.

EXPERIENCE

Social Media Manager

BPK PENABUR Jakarta | November 2020 - Present

- Creating & managing BPK PENABUR Jakarta's social media editorial plan, resulting in 71% followers increase and reaching 1% engagement rate organically.
- Maintaining BPK PENABUR Jakarta social media channels, achieving a verified badge on the company Instagram account.
- Utilized digital marketing skills to design and implement publication and promotion plans for BPK PENABUR Jakarta events.
- Overseeing and supporting 79 schools' social media growth by coordinating and training the schools' social media team.
- Analyzing BPK PENABUR Jakarta's social media growth and generating monthly social media reports.
- Building & maintaining relationships with KOL.

SEO & Content Performance Writer

Kumparan | September-December 2018

- Produced around 50 listicles covering lifestyle, entertainment, science, or technology for news aggregator platforms e.g. LINE Today and Babe.News.
- Created around 80-100 SEO articles in 4 months.
- Managed 30 SEO keyword accounts.

Venue Assistant

Asian Games 2018 | August 2018

- Assisted Istora Senayan's venue and logistic managers to coordinate with the local team.
- Managed logistics for the IGBS team at Istora Senayan, approximately 50 team members.
- Handled paperwork related to logistics and accommodation.
- Provided translation (English-Indonesian and Indonesian-English) for the team.

Writer for Voice of Millennials (VOM)

UNESCO World Press Freedom Day 2017 | May 2017

- Represented Indonesia as one of the delegates in the joint international newsroom.
- Produced 2 articles and a 3-part infographic series for the youth newsroom e-magazine and website.

Nurture Manager

AIESEC in UMN | 2016-2017

- Maintained relationship between AIESEC in UMN with exchange participants
- Coordinated exchange participants to share their experience on info sessions

EDUCATION

Bachelor of Communication (Multimedia Journalism)

Universitas Multimedia Nusantara | 2015-2020 | GPA: 3,64/4,00

TRAINING/COURSE

Breakthrough Communication and Human Relations

Dale Carnegie & Associates, Inc. (2023)

Digital Marketing

RevoU Mini Course (2023)

Bahasa Isyarat Indonesia (BISINDO) lv. 2

PUSBISINDO (2021)

SKILLS

Content:

Content writing, copywriting, content strategy, content planning

Graphic Design:

Adobe Illustrator, Adobe Photoshop, Canva

Video Editing:

Adobe Premiere, Capcut, Inshot

Language:

Indonesian (native), English (TOEPS 2024: 570), Mandarin (A1), Korean (A1), BISINDO (Lvl. 2)

Other:

Microsoft Office (Word, Excel, PowerPoint), OBS Streaming Service



Certificate of Achievement

This certifies that

MEGHAN LEVANA

from Yayasan BPK Penabur Jakarta

has met the required standards for completion of the

Breakthrough Communication and Human Relations

Attested by Dale Carnegie & Associates, Inc., on December 02nd, 2023

President and CEO

**Dale
Carnegie®**



REVOU

Mini Course

Issued
13 January 2023

MEGHAN LEVANA

Has been awarded a **certificate of completion** for the

Intro to Digital Marketing

a 1-week certified online course offered by RevoU



Matteo Sutto
CEO & Co-founder
PT Revolusi Cita Edukasi



NPSN:
K9997523

Neo Spectra English Course

Jalan Raya Jatinangor 45, desa Hegarmanah, Jatinangor, Sumedang 45363



Test of English Proficiency and Skill

SK Dinas Pendidikan: 421.10/Kep.647/Disdik/2021

CERTIFICATE OF ACHIEVEMENT

This is to certify that

Meghan Levana

achieved the following scores on the

TOEPS PBT (TOEFL Prediction) at Neo Spectra English Course

LISTENING COMPREHENSION	59
STRUCTURE AND WRITTEN EXPRESSION	55
READING COMPREHENSION	57
TOTAL	570

Jatinangor, January 23, 2024



Number: 22495

Date of Test: January 22, 2024

Date of Birth: Jakarta, July 9, 1997

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Muadz Romadoni, S.Si.
Director