

HANI NASTITI

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SUMMARY

A self-motivated and passionate individual with a degree in Indonesian literature (linguistic concentration) from Indonesia University, possessing a strong eagerness to learn and quick learning abilities. Engaged in various on and off-campus activities, showcasing the ability to interact effectively with diverse organizational levels. Throughout my journey as fresh graduate, I gained valuable experience working in a digital marketing team. This opportunity has equipped me with strong analytical and research skill to tackle any task I undertake.

EDUCATION

BACHELORS OF HUMANITIES - UNIVERSITAS INDONESIA

July 2018 – July 2022

GPA: 3,66 out of 4,00.

- Vice President of Student Press.
- Editor-in-chief in journalistic project, released a magazine “Iramagz”.
- Involved in various humanity activities in Kelas Karya UI, Baksos FIB UI, Relawan Sastra (Renstra), Kita Juragan, and Kakak Asuh.

EXPERIENCE

tanamduit – Jakarta, Indonesia

Content Marketing Specialist

July 2022 – present

- Produced 300+ well-researched and engaging articles weekly with SEO-friendly strategies on various financial tips, and investment assets including mutual funds, gold, government bonds, and insurance insulating in a 204,25% a year in organic search traffic (Sept 3, 2023).
- Analyzed and optimized content for search engine marketing with supporting tools such as Google Search Console, Semrush, Google Trends, Google Analytics, and SEO Meta in 1 Click.
- Developed 30+ written SEO-friendly copies for YouTube optimization and reached 160.000+ views from YouTube search a year.
- Crafted 50+ compelling and persuasive marketing copy for various channels including WhatsApp, Email, Telegram, push notification and e-commerce (Shopee, Tokopedia, and Bilibli) broadcast messages.
- Involved in developing social media content and digital campaign on TikTok, Twitter, and Instagram, coordinating with KOL.
- Collaborated with the Business Development Team to provide digital content in partnership with UOB AM, Mandiri AM, BPJS, and Flip.

Content Writer

Sept 2021 – July 2022

- Wrote 50+ high-quality SEO articles averaging 500 words each for tanamduit’s website and developed 20+ compelling and persuasive copywriting for broadcast messages including social media and e-commerce.
- Contributed to content planning and strategist discussions in partnership campaign with BAZNAS, Smartfren, and Modal Rakyat.
- Involved in developing content for digital campaigns “Emas Zodiak”, reached 13.000+ likes.
- Planned content material such as social media content briefs, captions, shooting, and release schedule with Social Media Team.

Kompas Gramedia (Kompas.com) – Jakarta, Indonesia

Journalist Intern

Sept 2021 – Nov 2021

- Successfully wrote 360+ articles engaging and informative news articles daily about film and TV series.
- Reported on events for further news purposes with the chief editor and fellow senior reporters.
- Experienced in conducting interviews with actors in Vidio exclusive series “Paradise Garden”.

ORGANIZATIONAL EXPERIENCE

SUARA MAHASISWA UI – Depok, Indonesia

Vice President

Jan 2020 – Jan 2022

- Deputized the President and led 7+ company visits with student press organizations.
- Provided administrative support for successful 5+ webinar journalistic events, including organizing inventory and managed the collection of administrative resources.
- Organized daily and yearly timelines and provided documenting detailed minutes of meetings.
- Coordinate with the Business Development Team and PR Team to handle collaborative event with external parties such as Narasi, Kompas.id. Walking Drums, Microsoft UI.

Research and Development Lead

Jan 2019 – Dec 2020

- Led the team in gathering ideas, planning, and producing in-dept articles, film and album music reviews, and infographics.
- Collaborated with writers, researchers, designers, and editors to ensure content production and publication in social media and magazines (Gerbatama UI).
- Arranged project timelines and ensured 4 in-dept articles per month timely published.

ADDITIONAL

Skill: Teamwork, Research, Analytical Skill, Communication.

Language: Indonesia (Native), English (Limited Working Proficiency)

Certificate: Intensive Bootcamp of Digital Marketing MySkill. [\[here\]](#)

Portfolio: [\[here\]](#)

ADDITIONAL

- Published soft news articles about mental health during COVID-19 pandemic (2020): with the title “Konseling dan Kesehatan Mental di Tengah Pandemi”
- Completed release in in-dept infographic on Bulletin Gerbatama Edition 84 (2019): With the title “Polarisasi Politik di Dunia” and music album review “Mendengar Suara: Lahir Baru, Suasana Baru”