

KHARA GRACIA



081809107700



kharagracia@yahoo.com



EDUCATION

Universitas Padjadjaran, Bandung
Journalism

EXPERIENCE

01/2021 - present

PT Widjajatunggal Sejahtera (Sintesa Group)

Corporate Communications Staff

- Prepared CEO's communication materials for organizational purposes, media interviews, forum/public talks, and professional roles across different platforms and communities such as the Business-Twenty (B20), Indonesia Chamber of Commerce (KADIN Indonesia), Indonesia Business Coalition for Sustainable Development (IBCSO), etc.
- Managed the corporate and CEO's personal Instagram account (this includes, but not limited to, preparing planners, strategies, and analysis for both account's Instagram campaigns).
- Wrote copies and contents for both account's Instagram campaigns.
- Prepared planners and wrote contents for corporate's monthly newsletter.
- Performed media monitoring for the corporate and CEO's personal branding.
- In charge of supervising, preparing, and executing/assisting the overall corporate communication activities and sustainability practices.

08/2020 - 01/2022

Stingkibin Space

Content & Copy Writer

- Managed the Instagram account of @stingkibin.space
- Prepared social media planner, wrote copies and contents for @stingkibin.space's campaigns.
- Wrote website articles for <https://stingkibin.space/>
- Wrote website copies for <https://stingkibin.space/>

04/2018 - 08/2020

PT NAP Infor Lintas Nusa

Marketing Communication Officer (Content & Copy Writer)

- Managed the social media accounts of two business units, Matrix and MyMatrix.
- Prepared monthly planners and social media strategies for both units.
- Wrote copies and contents for Matrix and MyMatrix social media campaigns.
- Wrote website articles for mymatrix.net.id (permanently disabled).
- Created marketing tools, products and company branding (e.g. company profiles, brochure/booklet, product knowledge video projects).

11/2016 - 04/2018

Indonesia TV (GeoMedia Group)

Business Development Staff

- Researched data and prepared business proposal to set up brand new digital televisions.
- Planned financial budget for business needs, maintained relation with external parties and performed general office duties and administrative tasks.

08/2017 - 11/2017

@colorfulbitung / www.colorfulbitung.com

Social Media Administrator, Content Writer, Editor & Translator

- Managed the Instagram account before, during, and after the event of Selat Lembeh Culture Festival (Festival Pesona Selat Lembeh) 2017.
- Prepared social media plans and wrote contents to maintain the social media flow and gain wider audience.
- Performed grammar check, correction, and translation for the contents of the website.

04/2013 - 06/2013

LPP TVRI

Intern Reporter

01/2013 - 03/2013

Berita Satu

Intern Reporter

LANGUAGES

English - Advanced High

Bahasa Indonesia - Distinguished