

# Dian Amalia Ariani

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## SUMMARY

My journey as an International Relations graduate from Universitas Indonesia started with a global perspective and a love for crafting clear, impactful communication through writing. Over 4 years of my college, I honed my writing skills across diverse industries, creating engaging news articles, content, and even scripts. However, my passion lies in using words for a greater purpose - advocating for women's rights, environmental sustainability, and marginalized communities.

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## EDUCATION

**University of Indonesia** | International Relations

August 2019 – February 2024

- Bachelor of Social and Political Science, GPA 3.72 of 4.00
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## WORK EXPERIENCE

### **TREND ASIA**

July 2024 – Present

*Asian NGO that acts as an accelerator of energy transformation and sustainable development.*

Digital Officer Intern (Social Media)

- Monitored and analyzed Trend Asia's social media performance metrics.
  - Provided data-driven insights and recommendations for developing future social media strategies.
  - Collaborated with the media and research team to craft compelling social media content.
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### **AMNESTY INTERNATIONAL INDONESIA**

April 2024 – Present

*Global human rights movement with 10+ million supporters in 150+ countries.*

Digital Engagement Intern (Mailchimp)

- Research and write compelling weekly email copy (2-3 email per week) that resonates with the target audience and inspires action.
  - Track and analyze performance metrics such as open rates, click-through rates, and conversion rates.
  - Increased email open rates by 20% or more for Amnesty International Indonesia's supporter base of 150,000+.
  - Successfully generated over 200 survey responses within a 2-day email campaign, achieving a click-through rate of 0.8%.
  - Appreciated by the Amnesty International Indonesia Board for consistently utilizing pop culture references to effectively engage email recipients.
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### **MONGABAY INDONESIA**

March 2024 - Present

*Non-profit environmental science & conservation news from Indonesia.*

Freelance Journalist

- Conduct information, facts, and data on assigned topics and stories.
  - Arrange and conduct interviews with relevant individuals, experts, and sources, ensuring accurate and reliable information for news reporting.
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### **HUBUNGAN MASYARAKAT UI**

April 2023 – Present

*Public Relations department of Universitas Indonesia (UI), a state university in Indonesia.*

Freelance Contributor

- Conduct information, facts, and data on assigned topics and stories.
- Arrange and conduct interviews with relevant individuals, experts, and sources, ensuring accurate and reliable information for news reporting.
- Write 1-2 news reports per month.

**POLARISASI MUSICAL (THEATRE PROJECT)**

April 2023 – February 2024

*An Indonesian election-themed musical about five students' environmental activism in Nusa Tenggara Timur that is disrupted by the polarizing influence of social media during the 2024 election.*

Scriptwriter

- Create, research and develop the script for the theater production leg 1.
- Successfully sold 5,000 tickets for Leg 1 of Polarisasi Musical.
- Co-wrote 3 from 10 original songs with songwriters.
- Achieving commendations for storytelling from acclaimed authors such as Joko Anwar, Najwa Shihab, and Raditya Dika.

**POLARISASI MUSICAL (THEATRE PROJECT)**

November 2023 – February 2024

*Indonesian's first election-themed musical theatre.*

Social Media Manager

- Marking an increase of 9,848 followers in 3 months.
- Elevated visibility, has reached approximately 1.4 million accounts on Instagram, increasing interactions by +99,361 accounts engaged.
- Successfully sold 5,000 tickets for Leg 1 of Polarisasi Musical.
- Carry out efficient coordination with the team, from planning to execution.
- Utilizing pop culture references to effectively engage followers.

**BINCANG PEREMPUAN**

March 2023 – August 2023

*National media outlets that discuss women's issues and gender equality based in Bengkulu.*

Intern Journalist

- Conduct 7 in-depth research and investigative work to gather information and data on assigned topics and stories.
- Arrange and conduct interviews with more than 25+ relevant individuals, experts, and sources, ensuring accurate and reliable information for news reporting.
- Write 2 articles per month, news reports, and features for publication, adhering to journalistic standards and deadlines.

**KEMENTERIAN SOSIAL REPUBLIK INDONESIA**

October 2021 – December 2021

*An Indonesian Social Affairs Ministry program empowers communities through student change agents.*

Pejuang Muda

- Successfully achieved a high survey response rate of 500+ participants, even across geographically dispersed regions.
- Developed innovative solutions to address social problems, culminating in a top 10 proposal from a pool of 100 teams.

**MOMMINA INDONESIA**

April 2021 – August 2021

*A home-based marketing business selling children's books.*

Copywriter Intern

- Wrote over +50 Instagram content marketing including caption.
  - Helped wrote the script for brand landing page.
  - Increased over +300 Instagram followers in a month through the content.
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## LEADERSHIP EXPERIENCES

### **ALIANSI JURNALIS INDONESIA (AJI) JAKARTA**

July 2024 – Present

*Founded in 1994 to defend press freedom and journalists' rights and grown into a network of over 2,000 journalists across Indonesia advocating for ethical journalism practices and fair labor conditions.*

Divisi Organisasi

- Managed membership database and recruitment for the Alliance of Independent Journalists (AJI).
- Supported strategic planning and program development to enhance AJI's effectiveness.
- Survei Upah Layak Jurnalis Jakarta 2024: Assisted data collection (100+ responses), analyzed and tabulated data.
- Moderated public discussion about “Refleksi 30 Tahun Pembredelan Media, Ancaman RUU Penyiaran terhadap Media dan Ancaman Ekonomi terhadap Jurnalistik”.
- In charge for bridge cooperation between AJI and student press organizations.

### **SUARA MAHASISWA UI**

January 2021 – February 2024

*A 32-year-old University of Indonesia student paper, with 14k on Instagram, explores social issues, lifestyle, and more through articles, photos, videos, podcasts, and print mini-magazines.*

Editor In Chief

- Increased Instagram followers by 55.6%% in two years (9K to 14K) through targeted content strategies and product quantity and quality enhancements.
- Researched, conducted interviews, produced and edited 411 journalistic products within 2 years.
- Coordinated over 5+ committees and moderated over 10+ webinars & journalism workshop.
- Reduced content production time by 20% by implementing streamlined editorial workflows.

### **GREEN JOBS PROJECT INITIATIVE**

July 2024 – November 2024

*In-depth journalistic project exploring the opportunities and challenges for young people pursuing green job careers in Indonesia, in collaboration with Yayasan CeraH.*

Project Lead

- Led a green jobs project: publishing 5 infographics, 1 in-depth report, and organized dissemination with government, universities, CSOs, and youth about green jobs.
- Generated benchmark data on youth engagement in green jobs, exceeding the survey target of 500+ responses.
- The data has been used by more than 10 media articles in Indonesia and used by researcher in Asia.

### **KODE AMAN KAMPUS UI**

Juny 2021 – December 2021

*Community for Education and Prevention of Sexual Violence, Gender, and Sexuality on Campus. Part of the ‘Toward Healthy Mind, Body, and Sexuality’ Laboratory Faculty of Psychology, University of Indonesia.*

Co-Project Officer and Copywriter

- Developed and implemented a sexual assault prevention training program for 3<sup>rd</sup> year students and new students of UI.
- Successfully trained and mentored a team of 40 mentors, impacting the lives of 147 mentees.
- Wrote over +20 daily educational content on official Instagram @kodaks.ui.
- Increased over +250 Instagram Followers in 3 months through the content of events and campaigns.
- Contributed to a safer campus environment by increasing awareness and resources.

### **KLINIK JURNALISTIK SUMA UI**

Juny 2021 – November 2021

*Suara Mahasiswa UI's annual Journalism Clinic equips students with journalism skills through workshops, competitions, exhibitions, and public discussions.*

Event Coordinator

- Planning and designing all aspects of the event, including venue, date, theme, and agenda.
- Communicating with vendors such as venues, catering, decorators, and other service providers to arrange all logistical details.
- Creating and managing the event budget, monitoring expenses, and seeking ways to minimize costs.

## **BADAN EKSEKUTIF MAHASISWA UI 2020**

Jan 2020 – December 2020

*As part of BEM UI's Strategic Research Division, I conducted research on education costs, the Omnibus Law, COVID-19 response of govt, UU Minerba, FoE in Papua, and discrimination in house of worship regulations.*  
Strategic Research Staff

- Conducted social political [research and wrote +5 joint studies, policy briefs, and press releases](#).
  - Created social political articles and infographics for campaign purposes.
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## **HONORS AND ACHIEVEMENT**

- Awardee Fellowship Reporting Journalism of Diversity by Kabar Sejuk 2024
  - Author chapter in the book of [“Teori dan Isu Gender dalam Hubungan Internasional”](#) issued by Hubungan Internasional Indonesia (AIHIII) Press 2023
  - 1st Runner Up Duta Pepelingasih (Pemuda Peduli Lingkungan Asri dan Bersih) Sumatera Selatan 2022
  - Awardee Fellowship Youth Reporting for Violence Against Women Issued by Project Multatuli and Rutgers 2022
  - 1st Winner of National Essay Competition on Parade Jurnalistik IAIN PARE 2021
  - 2nd Winner of Environmental Essay Competition by AEER (Aksi Ekologi dan Emansipasi Masyarakat) 2020
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## **TRAINING AND FELLOWSHIP**

- Training of Trainers “Cegah Perkawinan Anak” 2024 issued by Youth Force Indonesia
  - Student Training: Law and Rights of Overseas Refugees Batch 1 2024 by SUAKA
  - Journalism of Diversity Training and Fellowship 2024 by Kabar Sejuk
  - Journalism and Scholarship Sastrawi XXX 2023 by the Pantau Foundation
  - Gender-Perspective Environmental Journalism Training 2023 by Konde.co
  - Digital Security Training for Activists 2023 by Indonesian Corruption Watch
  - Journalism Training for Prospective Members of the Independent Journalists Alliance (AJI) 2023
  - Fact-Checking Training 2023 by the Independent Journalists Alliance
  - Youth Reporting for Violence Against Women Issued by Project Multatuli and Rutgers 2022
  - Regular Class on Investigative Journalism Training 2021 by Tempo Institute
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## **ADDITIONAL INFORMATION**

**Skills:** Journalism, Research, Copywriting, Scriptwriting, Content Creating, Canva, Capcut, Hosting

**Languages:** Bahasa Indonesia (Native Proficiency), English (Limited Working Proficiency)

**Interests:** Journalism, Social Media Managing, Digital Marketing