

Mela Nurhidayati

S y a m s i y a h

JOURNALIST



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Mela Nurhidayati Syamsiyah

PERSONAL PROFILE

I am a 28 y.o **journalist** with more than four years experience. Has written more than **3000 articles** and interviewed dozens of famous women in Indonesia. Skilled in **copywriting**, **SEO content writing**, time management, and **public speaking**.

EDUCATIONAL HISTORY

Universitas Padjadjaran (Unpad)

Bachelor's Degree in International Relations (2015)

WORK EXPERIENCE

• *kumaran* | Nov 2017 - Present

Journalist

- Provide content ideas that are interesting, viral, meaningful, and bring big traffic
 - Researched, developed, wrote, and produced groundbreaking investigate news stories
 - Creating and maintaining a network
 - Attending relevant events, fairs and conferences
 - Involved in the implementation of various programs
- *TRANS7* | Jul 2016 - Jul 2017

Creative

- Cooperate with Producer or Associate Producer in making a concept, content, rundown, and scripts of in-house program
 - Explain the content to the hosts and performers involved in the program
- *SCTV* | Jan 2016 - Jul 2016

Data Analyst

- Monitoring, reporting, recording, and evaluating on New TV Program
- Research on rating and share from Nielsen Data per TV Program
- Maintaining rating and share of existing TV Program

LICENCES & CERTIFICATIONS

- **Training Host** - TALKinc (Issued Mar 2021)
- **Sertifikasi Wartawan Muda** - LSPR/Dewan Pers (Aug 2018)

SKILLS SUMMARY

- Creative, Adaptive, & Agility
- Public Speaking
- Time Management
- SEO Content Writing
- Copywriting
- Proficiency in content management systems (CMS)