

Regina Virza Sadjati

Bachelor of International Relations

Content Specialist/Copywriter

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An international politic enthusiast with a keen interest in new media for digital marketing and culture

Work Experience

Léngua

Feb 2022 - Present

Content Specialist

Generate engaging creative contents for various brand's social medias (e.g. Instagram, Tiktok, and Twitter) by researching current trends and develop content ideas into digital ads and social media activity/campaigns.

Achievement:

- Held 4 well-known brands ranging from household products to educational apps (e.g. Bagus Indonesia, OBH Combi, Hers Protex & Kelas Pintar).
- Hers Protex educational contents gets an average of 400 likes from organic followers.

Center for Indonesian Policy Studies

Jan 2022 - Nov 2022

Content Writer

Translate research-based materials (CIPS's Policy Research) into social media posts, generate copy banners for CIPS's latest publication, create newsletters to promote CIPS's publication, and participate in CIPS's flagship events (DigiWeek 2022)

Achievement:

- Helped gain 691 participants in 1 month for DigiWeek 2022 through social media marketing and promotions.

Center for Indonesian Policy Studies

May 2018 - Aug 2018

Intern

Understanding NGO's role to create impact (policy recommendation) through research and advocacy. The three-month internship gives thorough insights into how Think Tank operates via a department rotation program.

Other Experiences

2019 - 2021

Freelance Writer/Copywriter

Activates social media presence by creating monthly contents for Bandung local brands (e.g. BYLAHMAR & ASANKA)

Compose lifestyle blog articles for iameccu & BYLAHMAR

Educational Background

Parahyangan Catholic University

2015 - 2019

Bachelor of International Relations

GPA 3.24