



KHOLIDA QOTHRUNNADA

083 823 380 506 | Kholidaq@gmail.com | Bekasi, Jawa Barat

SUMMARY

An enthusiastic communication graduate with strong interpersonal communication. Experienced in content writer, also knowledge of SEO best practices with respect to content structure and publication. Have passionate working in media, startup, & TV company. Currently, I am interested in learning and gaining experience related to broadcasting (such as creative, production assistant, etc.), journalism field, customer operation, and digital marketing.

EDUCATION

Institut Pertanian Bogor (IPB)
Major in Communication

July 2018 - August 2021

- Cum Laude with GPA: 3.60/ 4.00
- Achieve PPA Scholarship from Kemenristekdikti

WORK EXPERIENCE

SEO Content Writer Intern
PT Trans Digital Media (detikcom)

September 2021 - December 2021

- Production high standard feature, and timeless content (min 250 words each) SEO friendly on detik.com for detikEdukasi and detikHikmah channel with work fast under deadlines.
- Wrote 350+ articles include check the keywords search volume and optimized the related articles keywords with SEO tools.
- Being able to use SEO strategy and successfully have a history of pushed articles on the first SERP (Search Engine Result Pages), even at the top number 1 for almost a few months (although it doesn't last forever).

Digital Reporter & Creative Writer Intern
PT Cakrawala Andalas Televisi (ANTV)

February 2021 - April 2021

- Managed and organized content articles about entertainment, Korean, and life shows daily for the Millennial & Gen Z segmentation.
- Write min 3 articles per day according to SEO standard on milzeru.com.
- Wrote 200+ articles within 3 months, and successfully improve performance of milzeru.com website with 5K users from the previous target of 4.5K users per day, in 1 month working with the internship team.

COMMITTEE AND PROJECT EXPERIENCE

- 2020 **E-book Cerpen Pandemi Project "Sesuatu yang Terlewatkan"** as Writer, Design, and Layouter
- 2020 **Online Seminar "Kampus Desa Program" (Product for Business: Increasing Promotion in Product Packaging)** as Head of Public Relation and Moderator
- 2020 **IPB Goes To School (IGTS) Omda Cirebon** as Vice of Public Relation
- 2019 **Communication Business Creation Project "YWL Party Planner"** as Creative Planner
- 2019 **Nusantara Festival Culture XII Communication SV IPB** as Event Creative
- 2018 **"ZetiGen Z" Talkshow** as Host and Coordinator Event Creative

PERSONAL SKILLS

- Communication
- Public Speaking
- Writing
- SEO
- Tech savvy
- Teamwork
- Negotiation
- Event Organizing

COMPUTER & GRAPHIC

- Microsoft Office (Word, Excel, Power Point)
- Design (Adobe Photoshop, CorelDraw, Canva, InDesign)
- Movie & Video (Adobe Premiere, Final Cut, Flimora)

ORGANIZATION

Student Representative Council (DPM) PSDKU IPB
Head of Controlling Commission
2019-2020

- Increase budget, all BEM and ormawa activities at campus.
- Monitored all BEM/Ormawa activities at campus with pressured environment experience.
- Successfully collaboration with kastrad department, to providing and optimized function 12 the new communities/UKM in 2 months.

Khimar (Komunitas Dakwah Kampus Akhwat Periduli) IPB
Cadre Division Staff
2018-2019

- Active educated and provided a methods strategy for empowering potential members.
- Successfully managed and increase new members by 30% through learning optimization.

MY
FULL PORTFOLIO



scan for easier