



NADYA ARIESTA KOMALA DEWI

CORPORATE COMMUNICATION SPECIALIST

PREVIOUS POSITIONS

Corporate Marketing Communication Specialist

PT. Bank Tabungan Negara (Persero) Tbk |
Sept 2017 - Jan 2021

- Manage corporate communications including compiling content to be published in various media such as conventional media, digital media and outdoor media
- Develop a BTN campaign strategy #HidupGakCumaHarini / #HGCTHI (This company campaign won a Social Media Award from the Ministry of SOEs at the BUMN Corporate Communications and Sustainability Summit event 2020-2021)
- Maintain good relationship with vendors to manage corporate communications and promotions for OOH and DOOH media so that our team successfully has 36 OOH and DOOH points while maintaining budget efficiency reaching 20%
- Become an assistant coordinator of the 2019 BUMN anniversary event in Semarang (In this event, BUMN received 2 awards from MURI)
- Become the coordinator of Bank BTN for the LinkAja launch event
- Become an assistant coordinator of the company's annual calendar and agenda 2020-2021
- Chosen as Change Agent of Bank BTN in 2018 - 2021 (In 2020, I succeeded in making my division the best team in the corporate culture competition)
- Elected as BTN Millennial representative for the Ministry of State Owned Enterprises (SOE) from 2018 to 2021
- Maintaining relationships with BTN stakeholders such as the government, other SOEs, and private companies
- Reviewing proposals and arranging funding of proposals to stakeholders, through good funding arrangements, our team managed to achieve 20% efficiency
- Manage policies related to standardization of promotional and communication activities in accordance with BTN company regulations in order to support the achievement of the company's business targets

EXECUTIVE PROFILE

Corporate communication specialist with 5 years experience. Driven and results-oriented; possess excellent communication, organizational and interpersonal skills, combined with a solid brand management and creative agency background. Highly adaptable and personable individual with global perspective.

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ACADEMIC BACKGROUND

University of Indonesia

Master's Degree in Communications |
2020

Majored in Management Communication

- Graduated summa cum laude with a GWA of 3.80

Padjadjaran University

Bachelor's Degree in Communications |
2016

Majored in Management Communication

- Graduated magna cum laude with a GWA of 3.62
- PPA Scholarship Awardee, 2014-2015

SKILLS

- Campaign Management
- Strategy Plan
- Customer Retention
- Social Media Integration (Instagram, Facebook, Tiktok & Twitter)
- Event Management
- Market Analysis
- Negotiation
- Creative Thinking
- Copywriting
- Layout and Design (Adobe Photoshop & Canva)
- Video Production (Adobe Premier, Mojo, Inshot & Kinemaster)
- Data-driven marketing
- Content creation and storytelling
- Public speaking
- Advanced in English (Scoretest : 500 / IELTS 7.0) from British Council

AWARDS RECEIVED

- **2021** 1st best participants for CASN Training - Batch 12
- **2020** Universitas Indonesia Summa Cum Laude Awardee
- **2014** Universitas Padjadjaran Delegates for London International Model United Nations (LIMUN) Competition
- **2013** Universitas Padjadjaran Delegates for Jakarta Model United Nations (J MUN) Competition
- **2014** West Java Delegates for Indonesian Youth Conference
- **2015** Marine Tourism Ambassador of West Java
- **2014** Tourism Ambassador of Bogor Regency
- **2012** Exhibitor in Midsemester Photo Exhibition Contest Fikom Unpad

PREVIOUS POSITIONS

Junior Account Executive

Saatchi & Saatchi (Creative Agency) |
Jan 2017 - August 2017

- Maintain relationship with clients (my clients are from finance, automotive and FMCG companies)
- Assist clients in building corporate campaigns such as making advertisements on TV
- Assisting the creative team to design client's social media content (facebook and twitter), thereby increasing engagement by 30%
- Monitoring the campaigns that have been carried out and making campaign reports every month
- Become a campaign and branding implementation consultant for client companies (providing direction in the GLAS 2017 national automotive event campaign)
- Converting international advertisements into Indonesian language advertisements

Public Relations Officer

Ministry of Law and Human Rights (Kemenkumham) |
Jan 2021 - Present

- Create content in the form of infographics, videos and captions for the official social media accounts of the Ministry of Law and Human Rights (instagram and facebook)
- Maintaining the Ministry of Law and Human Rights' Instagram social media account (For 6 months, I managed to increase my followers by ±149k, from 275k into 424K)
- Analyzing and making monthly Kemenkumham Instagram reports
- Conduct a survey on the website and social media of the Ministry of Law and Human Rights as an evaluation material for the leadership
- Become an MC at Kemenkumham events
- Create a public relations strategy and campaign with an efficiency of up to 20%
- Create and distribute press releases to national media
- Creating a social media monitoring guidebook, especially for Instagram. This book serves as a guide for 44 work units within the Ministry of Law and Human Rights
- Plenary speaker in Glints Expert Class 2021

ORGANIZATION

- 2019 - 2020 Public Relations Officer for Millenials BTN
- 2016 - 2017 Head of Event Organizer Sobat Budaya Indonesia
- 2015 - 2016 Head of Finance (Badan Eksekutif Mahasiswa Fakultas Ilmu Komunikasi)
- 2014 - 2015 Secretary (Unit Renang Universitas Padjadjaran)