

# THOUGHT LEADERSHIP & MENTORSHIP

## Context

Active digital communications mentor and guest lecturer across education platforms and universities.

## Objective

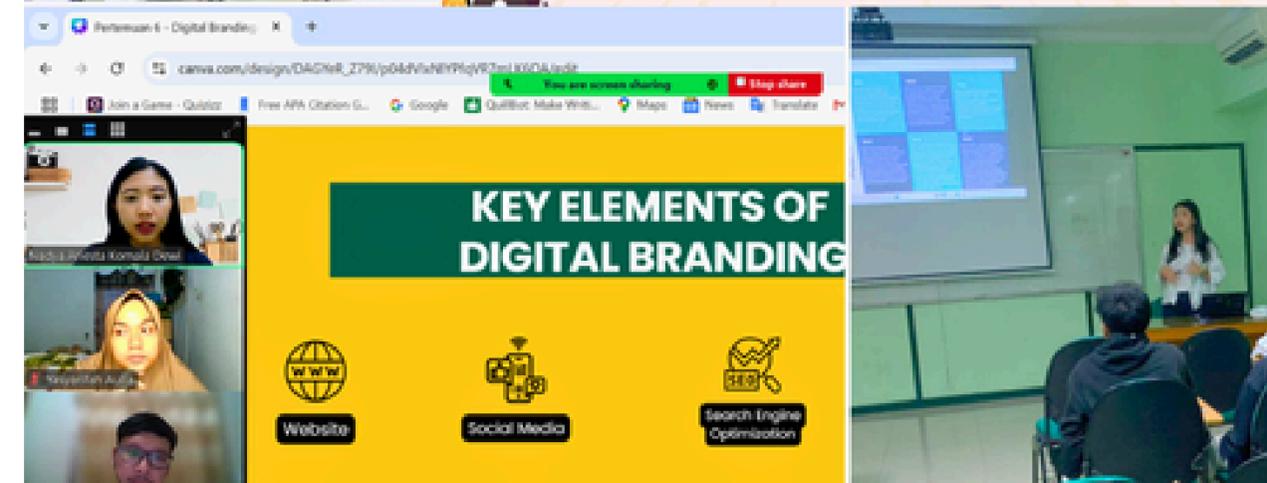
Support emerging professionals in digital marketing, PR, and branding strategy.



# THOUGHT LEADERSHIP & MENTORSHIP

## Focus Area

- Digital PR campaign strategy
- Social media growth systems
- Personal branding frameworks
- Content marketing fundamentals
- Public speaking for professionals



# HiColleagues

## Mentor of Digital Marketing

- Mentored students about “How to use social media effectively in business”
- Supervised students about “How to improve company branding through social media”
- Educated students about “How to start personal branding on social media”
- Mentored students to have a career in marketing or public relations
- Supervised students' steps in choosing a career path
- Educated student about the basics of marketing or the basics of public relations



# GLINTS EXPERT CLASS

- Mentored students about “How stakeholder relations can build your reputation”
- Supervised students about “Corporate Branding & Digital PR”
- Educated students about “Creating a successful digital PR Campaign”
- Mentored students to have a career in public relations
- Supervised students' steps in choosing a career path
- Educated student about the basics of public relations

glints ExpertClass

BUSINESS

Live Webinar

**PUBLIC RELATIONS:  
MENCIPTAKAN DIGITAL PR  
CAMPAIGN YANG SUKSES!**

Senin,  
28 Maret 2022  
19.00 - 20.00 WIB  
Online Via Zoom

Special Price!  
**Rp30.000**

**Nadya Ariesta Komala Dewi**  
Public Relation Specialist  
di Kementerian Hukum dan HAM

glints ExpertClass

BUSINESS

Live Webinar

**PR SERIES:  
HOW STAKEHOLDER  
RELATIONS CAN BUILD  
YOUR REPUTATION**

Wednesday,  
10th November 2021  
19.00 - 21.00 WIB  
Online Via Zoom

**Nadya Ariesta Komala Dewi**  
Public Relation Specialist  
at Kementerian Hukum dan HAM

Who can see your viewing activity? X

## What is Digital PR Campaign?

**Digital PR Campaign** is all about combining traditional PR with content marketing, social media and search: transforming static news into conversations and bypassing media to speak directly to your target audience online.

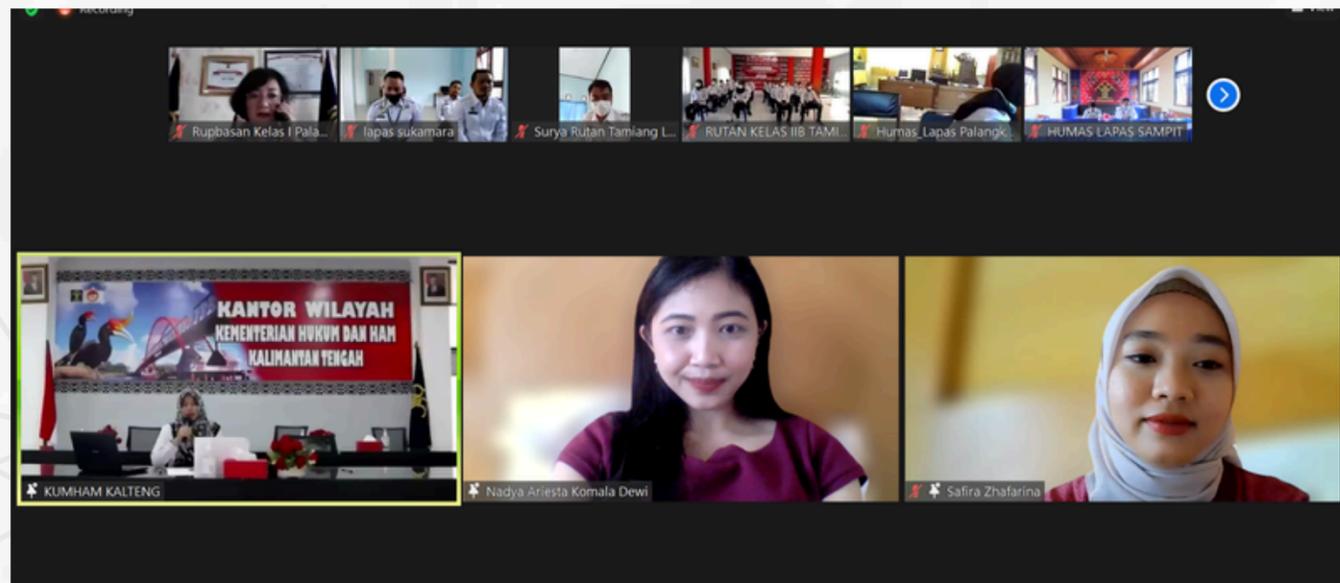
A Digital PR campaign is a specific effort to accomplish a clear, measurable goal through strategic messaging to the audience.

**The objective could be :**  
raising awareness of the brand to a new audience, increasing sales for a product or service, or driving attendance to an event.

**Education Mentor  
2021 - 2022**

## MINISTRY OF LAW AND HUMAN RIGHTS

- Mentored students about “The Basics of Government Public Relations”
- Supervised students about “How to give unique information to people through social media ”
- Educated students about “Content writing in social media”
- Mentored students to have a career in public relations
- Supervised student's steps in choosing a career path
- Educated students about "How to write information in Website"
- Supervised students about “How to SEO Works”



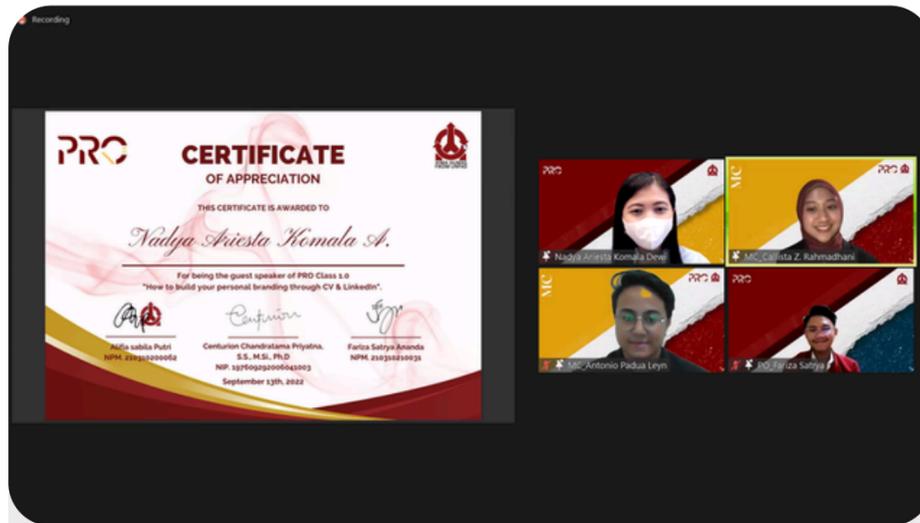
# MYSKILL

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- Educated students about “How to start personal branding on social media”
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# GUEST MENTOR

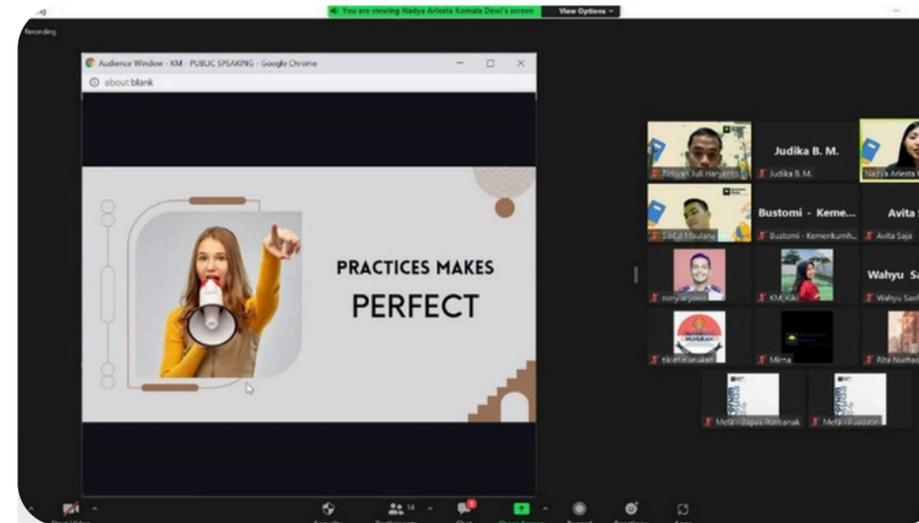
Universitas Indonesia, Universitas Padjadjaran, Kemenkumham Muda



**Universitas Padjadjaran**  
Guest Mentor

Focus Areas: Personal Branding & Professional Positioning

Led professional development sessions on CV optimization and LinkedIn positioning for career advancement.



**Kemenkumham Muda**  
Guest Mentor

Focus Areas: Public Speaking for Government Professionals

Facilitated training on leadership communication, message clarity, and public delivery skills for civil servants.



**Universitas Indonesia**  
Guest Mentor

Focus Areas: Strategic Content Writing & Performance-Based Content Marketing

Delivered sessions on content strategy frameworks, persuasive writing techniques, and measurable content marketing execution.