

RAISA ADZRAA H

085720525473 • raisa.adzraa@gmail.com • linkedin.com/in/raisaadzraah • <https://raisaadzraa.journoportfolio.com/>

ASPIRING MEDIA & MARKETING

Passionate about media industry, photography, journalism, and marketing. I bring expertise in research, writing, project management, and content production. With a track record of consistency, adaptability, and agility, I excel both in teams and individually.

EDUCATION

Journalism

Universitas Padjadjaran • GPA: 3.82/4.00

WORK EXPERIENCE

LOC FIFA World Cup U-17 • 10/2023 - 12/2023

Marketing Staff (National Sponsorship)

- Secured seamless brand activation and client service for sponsors at the stadium, ensuring successful campaign execution.
- Documented and facilitated logistics for brand activation areas, maximizing sponsor benefits.
- Provided exceptional client service, fostering positive relationships and exceeding expectations.

Ray Corp • 05/2022 - 08/2022

Article and Content Writer Intern

- Crafted engaging beauty content (2 articles & 3 pieces daily) for high-traffic websites (beautyversity.id & sheluna.id), driving audience growth.
- Analyzed current beauty trends to ensure content accuracy and relevance for target demographics.
- Developed content for @losharewos.id brand campaigns, achieving impressive impressions (up to 38k).
- Maintained excellent communication with clients and partner teams, fostering collaboration.

Ketik Unpad • 08/2021 - 11/2021

Journalist Intern (Research and Innovation Desk)

- Conducted in-depth research and authored compelling feature news articles.
- Networked and interviewed experts to gather valuable insights for articles.
- Ensured accuracy by meticulously fact-checking and updating stories before publication.
- Collaborated effectively with a team to brainstorm and refine content ideas.

PROJECTS

Galathought II • 02/2022 - 07/2022

Producer

Led multimedia journalism project "Galathought II," giving voice to disability issues. Generated content, researched topics, and managed stakeholders to create impactful stories for web, YouTube, podcasts, and social media. Effectively managed budgets and resources to meet deadlines.

Galathought I • 09/2020 - 12/2020

Journalist

Produced powerful features on domestic violence, empowering survivors and advocating for change. Facilitated survivor

interviews, raising awareness and gathering expert insights for an e-zine (@galathought).

Teman Ojol • 03/2020 - 05/2020

Data Analyst & Social Media Manager

Analyzed data to motorcycle taxi drivers (ojol) on Twitter (@teman_ojol). Identified challenges and crafted compelling content for advocacy, promoting progress and proposing actionable solutions.

VOLUNTEERING & LEADERSHIP

Himpunan Mahasiswa Jurnalistik Kabinet Akselerasi • 01/2021 - 12/2021

Staff of Resources Development

Led program coordination efforts, leveraging cross-functional collaboration and innovative event management skills.

Parade Jurnalistik • 12/2020 - 05/2021

Staff of Public Relations

- Managed external communications with competition participants, performers, and stakeholders.
- Identified and secured collaborative media partnerships, expanding event reach.

Penerimaan Raya Mahasiswa Unpad (Prabu) • 05/2020 - 09/2020

Staff of Management Information

Developed and managed the social media content calendar for Prabu 2020, creating engaging captions.

SKILLS

Technical Skills: Writing: Adept at research, report, news, and creative writing, Visual Communication: Proficient in photography and Canva, Content Production: Experienced in content creation, data gathering, field interviews, Digital Marketing: Possess working knowledge of social media advertising platforms and SEO best practices, Software Proficiency: Microsoft Office Suite (Word, Excel, PowerPoint), Google Docs/Sheets, Trello.

Organizational Skills: Project Management: Skilled in time management, planning, and meeting deadlines, Collaboration: Experienced in working effectively with teams and client, Negotiation: Adept at prioritizing and negotiating to achieve set goals.