

RAISA ADZRAA H

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FRESH GRADUATE OF COMMUNICATION SCIENCE

Passionate about the 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 2019 - 2023
Universitas Padjadjaran GPA 3.82/4.00

WORK EXPERIENCE

LOC FIFA World Cup U-17 October 2023 - December 2023

Marketing Staff (National Sponsorship)

- Coordinate with sponsors at the stadium.
- Document and assist brand activation area and all benefit sponsors.
- Provide client service.

Ray Corp May 2022 - August 2022

Article and Content Writer Intern

- Wrote engaging beauty articles for beautyversity.id and sheluna.id (2 articles & 3 contents a day).
- Analyzed product trends for accurate and relevant content.
- Created content for @losharewos.id brand campaigns and publications (up to 38k impressions).
- Effectively communicated with clients and partner teams.

Ketik Unpad

Journalist Intern (Research and Innovation Desk)

August 2021 - November 2021

- Researched and wrote feature news.
- Networked and interviewed experts.
- Fact-checked and updated stories.
- Collaborated on content ideas with a team.

ORGANITATIONAL EXPERIENCE

Himpunan Mahasiswa Jurnalistik Kabinet Akseleraksi January 2021 — December 2021
Staff of Resources Development

Dynamic program coordinator with expertise in cross-functional collaboration and innovative event management.

- Chief Executive Workshop Level Up x Ardan Radio: "Public Speaking Class"
- Staff of Public Relations Workshop Level Up: "Teknik Pengumpulan dan Penyajian Berita Traumatik"
- Staff of the Publication, Documentation, and Design Division for Journight 2021.

Parade Jurnalistik December 2020 - May 2021
Staff of Public Relations

Engage in external communication with entities like competition participants and performers, while also suggesting collaborative media partner to diverse stakeholders

Himpunan Mahasiswa Jurnalistik Kabinet Orkestra
Staff of Resources Development

July 2020 - November 2020

Work well in the organization to carry out various programs:

- Public Relation Staff for The Podcast Workshop: How to Start a Long Lasting Podcast
- Public Relation Staff for Journight 2020

Penerimaan Raya Mahasiswa Unpad (Prabu)
Staff of Management Information

May 2020 - September 2020

Set daily publication schedule and create captions for Social Media Prabu 2020.

Fikom Award
Staff of Public Relations

September 2019 - December 2019

Build communication and collaborating with external parties, such as student organizations, performers, and award winners.

PROJECTS

Galathought II

February 2022 - July 2022

Producer

A media company that discusses marginalized issues, such as disability, with a tagline 'suara disabilitas tak terbatas', we shared stories from people with disabilities that have not been heard.

- Generated content ideas, researched topics, and compiled information.
- Managed stakeholder interactions and developed protocols for data gathering.
- Produced multimedia content for web, YouTube, podcast, and social media.
- Effectively managed project budgets and resources to meet deadlines.

Product: Instagram @ketik.unpad and website ketik.unpad.ac.id

Galathought I
Journalist

September 2020 - December 2020

- Produced feature stories highlighting domestic violence and empowered survivors to share their experiences.
- Facilitated interviews with survivors of domestic violence to raise awareness about the issue
- Interviewed experts, sharing facts and resources on domestic violence.
- Researched and advocated for domestic violence policy reform.

Product: E-Zine on Instagram @galathought

Teman Ojol
Researcher and Twitter Admin

March 202 - May 2020

- Elaborated a comprehensive data, information, and advocacy content for @teman_ojol
- Collected and analyzed data to track progress, identify inefficiencies and present actionable ideas for improvement.

Product: Twitter @teman_ojol

SKILLS

Technical: Proficient in research, report, news and creative writing, data gathering, photography, content production, field interview, Microsoft Office, Google Docs/Sheets, and Canva.

Organizational Skills: Time and project management, planning, collaborating, negotiation and prioritize set goals of the company

ELT TOEFL Score Test = 500