

Vinka Ligia, S.H.Int

BRAND COMMUNICATION

International Relation graduate with proven skill in demonstrating Marketing and Communication in the past five years. Currently positioned as Brand Activation in a mass media company and highly passionate to grow professional career in Communication fields.

LATEST TRAINING 2024

Business Development -
KG Media Academy

Ways to Grow Your
TikTok Account - KG
Media Academy

SKILLS

Branding

Copy Writing

Content Briefing

Social Media Ads

Event Activation

Public Relation

CONTACT

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 @vnkalg

 Vinka Ligia

 vinkaligia.com

South Jakarta

WORK EXPERIENCES

BRAND ACTIVATION 2023 - NOW

Grid Network - Kompas Gramedia

- Executed brand marketing plans and campaign
- Managed promotional & event activations by coordinating the content in both online and offline channels
- Handled 78+ events and brand costing for 8 brand media
- Handled 50+ partnerships and media relations

BRAND COMMUNICATION 2021 - 2022

Grid Network - Kompas Gramedia

- Executed brand marketing plans
- Ensured brand promotion and consistency
- Enlarged 15 social media assets and content performances
- Handled 80+ partnerships and media relations
- Developed regular communication campaign strategies, analysis, and reports

MARKETING COMMUNICATION 2020 - 2021

Grid Network - Kompas Gramedia

- Developed and executed brand marketing plans
- Provided copy writing for six campaigns & 50+ events
- Handled 80+ partnerships and media relations
- Managed promotional & event activations by coordinating the content in both online and offline channels
- Supervised and developed social media performance analysis and report

MARKETING EXECUTIVE 2019 - 2020

PT Gelato Bali - Gelato Secrets

- Evolved marketing campaigns
- Conducted market research and analyzed data to identifies and defines audiences
- Devised and presented marketing ideas and strategies
- Managed promotional activities on every channel
- Provided and proofread creative copy

PREVIOUS EDUCATION

S1 HUBUNGAN INTERNASIONAL
Universitas Padjadjaran - West Java
GPA: 3.26 TOEFL: 550

- Specialization in Economic Development & Branding
- Learned to gain public speaking skill as Human Relation Leader in various events and organization.