

RANDY DAVRIAN IMANSYAH

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I have experience in the media industry as a media analyst by analyzing public relations movements with a focus on analyzing news and social media from companies in various sectors, both the government and private sectors. As a journalist covering the urban sector, especially the issue of DKI Jakarta. I have experience as a content writer in a non-governmental organization.

WORK EXPERIENCE

PT PEMBIAYAAN DIGITAL INDONESIA (ADAKAMI)

Financial Technology Company

Senior Social Media Analyst

January 2026 – Current

- Designed and implemented operational mechanisms for social media and news monitoring by leveraging existing company resources to enhance monitoring efficiency.
- Produced daily, weekly, monthly, and annual reports, including competitor benchmarking.
- Reported sensitive or negative issues across news and social media platforms to mitigate potential reputational risks and coordinated with the crisis management team.
- Responding to questions and complaints from social media users regarding products.

PT BINOKULAR MEDIA UTAMA

Media Monitoring Company

Media Analyst, Newstensity Team

August 2022 – January 2026

- process data, analyze and provide recommendations regarding news and social media content related to the private sector and political – Government sector.
- Collect data and classify news topics.
- Helping migrate data to develop new media monitoring platform project.
- Give negative news alerts and recommendation public relations strategy to clients.
- Provide direction on issues that arise and what needs to be conveyed to leader during special events.
- Present company services to prospective clients.

Media News Data Support & Analyst Intern, Newstensity Team

March – July 2022

- process data, analyze and provide recommendations regarding news and social media content related to the private and government sectors.
- Collect data and classify news topics.
- Helping to collect data for a new media monitoring platform project.

PT TEMPO INTI MEDIA TBK (KORAN TEMPO)

Media News Company

Reporter Intern, Desk Metropolitan

October 2021 – January 2022

- Coverage and reportage about metropolitan news, especially in Jakarta. Related to public service, public policies, disasters, and entertainment.

SINDIKASI PEMILU DAN DEMOKRASI

Non-Government Organization

Content Writer Intern

January 2021 – September 2021

- Create Political analyzed Content and information on Instagram, related to elections, government, and democracy.
- Create live report content about Sindikasi Pemilu dan Demokrasi activity on Instagram.

- Become a speaker for political discussions with the public and the government.
- Collect data on the results of the 2019 election for members of the People's Representative Council of the Republic of Indonesia.

ORGANIZATION EXPERIENCE

STUDENT REPRESENTATIVE COUNCIL UPN VETERAN JAKARTA

Member of Commission I for Constitution and Policy January 2020 – December 2020

- Analyzing and advocating against the Rector's regulations.
- Making regulation related to student.

POLITICAL SCIENCE STUDENT ASSOCIATION UPN VETERAN JAKARTA

Head of Department of Socio-Political Analysis January 2019 – December 2019

- Analyzed and create content about national socio-political issues.

EDUCATION

UPN VETERAN JAKARTA – Jakarta

August 2018 – September 2022

Bachelor of Political Science - Sarjana Ilmu Politik (S.IP)

GPA: 3,59 (Cumlaude)

- Student exchange program Pembelajaran Luar Perguruan Tinggi (PLPT) UPN Veteran Jakarta, Yogyakarta, and East Java in 2021. At Faculty of Social Science and Political Science UPN Veteran Yogyakarta, for Media and Government Relations course; Articles and Editorials Course; and Change Management Course.
- PERMATASARI Western Region State University Student Exchange Program in 2021. At Faculty of Law Sriwijaya University, for Presidential Law Course.
- Presentation participants in the 2019 Airlangga Politic 4.0 National Essay Competition at Airlangga University. With the theme "Political Practice of Technology in Government and Society to Realize Civil Society" and presented an essay article entitled "Relevance and Challenges of E-Voting Implementation in General Elections in Indonesia".
- Participants in the 2019 Pilar Politik National Debate Competition at UIN Jakarta. With the theme "Election 2020: Local Democracy Towards Equitable Development".
- Thesis research entitled "Analysis of the Impact of Parliamentary Threshold on the Electoral District of DKI Jakarta II in the 2019 People's Representative Council of the Republic of Indonesia Election".

COURSE CERTIFICATION

- **Data Journalism**, Tempo Institute
- **Optimizing SEO for Writing**, Tempo Institute
- **Campaign for Social Change**, Communication for Change
- **Reuters Training Course: Introduction to Digital Journalism**, Reuters – Meta Journalism Project
- **Social Media Strategy For Beginner**, Tempo Institute
- **Issue and Crisis Management on Social Media**, Tempo Institute
- **Media Handling Skill**, Tempo Institute

HARD SKILL

- Journalism
- Content Planning
- Media Analysis
- Media Monitoring
- Microsoft Office
- Public Relations

SOFT SKILL

- Communication
- Analytical
- Teamwork
- Critical Thinking and Problem Solving