

VICKY CORNELLA SAMOSIR

Jakarta, Indonesia | +62-813-480-60-235 | vickycsamosir@gmail.com | vckycs.portfolial.com

CAREER SUMMARY

A dynamic and results-driven communication professional with a Master's degree in Communication Studies and a proven history of managing large-scale production projects, digital content creation, and event coordination. With over 2000 successfully managed program episodes, I excel in crafting engaging narratives, developing innovative digital strategies, and boosting audience engagement across platforms like YouTube and social media. Renowned for meticulous attention to detail, strategic collaboration, and problem-solving expertise, I bring a unique ability to merge creativity with technology to optimize content delivery and exceed expectations. Adept at leading cross-functional teams, ensuring seamless communication, and delivering impactful outcomes under tight deadlines, I am eager to contribute my expertise to a forward-thinking organization that values innovation, storytelling, and operational excellence.

EXPERTISE

English (B2 - Intermediate) Teamwork & Collaboration Advanced Communication
Research & Analytics Time & Crisis Management Digital and Social Media Proficiency

CAREER HIGHLIGHTS

PT Media Televisi Indonesia (METRO TV) - Jakarta, Indonesia 2022 - Present
Production Crew

- **Program Management Excellence:** Integral role in managing a long-running program, spanning over 2000 episodes and continuing to thrive, contributing significantly to the company's profitability.
- **Quality Control and Audience Engagement:** Supervised editing processes to ensure high-quality content delivery, leading to increased audience engagement and positive attention, reflected in notable share rates.
- **Strategic Collaboration and Teamwork:** Collaborated closely with producers and executive producers to develop technical recommendations, fostering teamwork and ensuring deliverables met client expectations, thus maintaining the program's reputation for excellence.

FREELANCE - Jakarta, Indonesia 2023 - Present
Stage Manager / Backstage Manager / Floor Director

- Coordinated and managed backstage operations for events, ensuring seamless execution of performances and schedules.
- Collaborated with event organizers, technical teams, and performers to maintain clear communication and resolve issues in real-time.
- Supervised stage setup, equipment handling, and transitions to guarantee smooth show flow.
- Maintained a calm and organized backstage environment under high-pressure situations.
- Adapted to diverse event types, demonstrating flexibility and problem-solving skills.

SELF EMPLOYED - Jakarta, Indonesia 2021 - Present
Administrative Support

- Regularly tasked with capturing accurate and detailed meeting minutes, ensuring all key points discussed, decisions made, and action items assigned are accurately recorded.
- Assist in the drafting and formatting of various documents, such as memos, reports, presentations, and occasionally contracts or agreements.
- Provide thorough proofreading and editing of documents to ensure accuracy and clarity.

MEDCOM.ID - Jakarta, Indonesia **2021**
Content Production

- Led video content creation for YouTube channels, managing all aspects of video production, from resource management to content development.
- Coordinate video shoots, including team and resource person management, scheduling, and operation of production equipment.
- Researched topics and resource persons to craft engaging stories, boosting audience interaction and engagement.
- Worked efficiently within tight deadlines, contributing valuable insights in content strategy meetings.

PT Media Televisi Indonesia (METRO TV) - Jakarta, Indonesia **2020**
Digital Promotion

- Managed live social media promotions for TV programs on Twitter and Instagram, increasing program visibility through strategic engagement.
- Created engaging short video content for social media campaigns, enhancing audience interaction.
- Demonstrated effectiveness in working within tight deadlines and thriving in a fast-paced environment.

FAVE INDONESIA - Jakarta, Indonesia **2020**
Online Marketing

- Created compelling marketing content focused on deals and promotions, driving audience engagement.
- Implemented email marketing strategies to build loyalty through exclusive offers and updates.
- Developed SEO and social media strategies to optimize reach and campaign effectiveness.

PT Media Nusantara Citra Tbk (Perseroan) (MNCTV) - Jakarta, Indonesia **2017**
Floor Director

- **Communication:** Acted as a liaison, ensuring clear instructions and cues between the director, team, and talent.
- **Coordination:** Organized rehearsals and managed set pieces, ensuring proper placement and familiarity with roles.
- **Timing:** Maintained schedule accuracy and swiftly resolved unexpected issues during live broadcasts.

EDUCATION

Pelita Harapan University
Master of Communication / 2019 - 2021

Pelita Harapan University
Bachelor of Communication / 2014 - 2018

CERTIFICATION AND COURSES

REVOU - MINI COURSE **2023**
Intro to Digital Marketing
Intro to Data Analytics

TEMPO INSTITUTE **2023**
SEO untuk penulisan
Social Media Strategy for Beginner
Teknik menulis untuk pemula

PELITA HARAPAN UNIVERSITY **2015 - 2016**
Christian Leader Camp
Youth Camp
ICON Magazine UPH
Comvee UPH
Ambassador of UPH