

Nicko Mardiansyah

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Profile

As a Project Manager at a media monitoring company with over three years of experience, I excel in overseeing large-scale media analysis projects, driving strategic insights, and managing cross-functional teams. My key skills include data analysis, digital media strategy, and stakeholder management. I am seeking to leverage my expertise in media monitoring to lead impactful projects in digital transformation or communications strategy.

Education and Qualifications

Sep '13 – Aug '20

Universitas Gadjah Mada (UGM)
Yogyakarta, Indonesia

Philosophy
3.49/4.00

Career History

- Mar-23 – Present** **PT Binokular Media Utama** Jakarta, Indonesia
Project Manager
- Spearheaded a 18-member team responsible for delivering comprehensive media analysis services to top-tier clients across sectors, consistently meeting project deadlines and exceeding client satisfaction benchmarks by 90%.
 - Led strategic initiatives to optimize media monitoring processes, resulting in a 30% increase in operational efficiency and a 25% growth in client base within 12 months.
 - Managed and scaled a multi-thousand-dollar project portfolio, ensuring the delivery of actionable insights and media strategies that drove measurable business outcomes for clients.
- Oct-21 – Feb-23** **PT Binokular Media Utama** Jakarta, Indonesia
Supervisor
- Led a team of analysts to deliver high-quality media monitoring services, improving accuracy rates by 25% and meeting key client objectives ahead of schedule.
 - Successfully managed complex media campaigns, working closely with cross-functional teams and contributing to a 30% increase in client retention over two years.
 - Developed and implemented new reporting frameworks that enhanced client engagement and contributed to a 15% growth in project efficiency.
- Apr-21 – Sep-21** **PT Binokular Media Utama** Yogyakarta, Indonesia
Media Analyst
- Analyzed large datasets of media content, identifying key insights that helped improve client decision-making, resulting in a 10% increase in campaign engagement.
 - Streamlined reporting processes by integrating new data visualization tools, reducing reporting time by 15% and improving clarity for non-technical stakeholders.
 - Contributed to the success of a major client project by ensuring media monitoring coverage across multiple platforms, leading to a 20% improvement in media reach.
- Sep-20 – Mar-21** **Lembaga Ilmu Pengetahuan Indonesia** Yogyakarta, Indonesia
Freelance Enumerator
- Conducted field surveys and interviews with precision, collecting accurate data that contributed to national research projects on social and economic development.
 - Ensured data integrity by cross-verifying collected information, reducing errors by 10% and enhancing the reliability of the final reports.
 - Collaborated with a multidisciplinary team to analyze field data, helping inform public policy decisions in key areas of community development.

Additional Information

Interests:

- **Media Analysis and Digital Strategy:** Passionate about utilizing data-driven insights to shape public communication and media strategies, demonstrated through active participation in media monitoring and analysis projects.
- **Leadership & Student Politics:** Actively led as Head of the Branch Leadership Council for Gerakan Mahasiswa Nasional Indonesia (GMNI) Yogyakarta from 2018-2020, where I coordinated regional-level organizational activities and collaborated with internal and external stakeholders.
- **Public Relations & Event Management:** Participated in high-profile student events, including UGM's Pancasila Congress and Maritime Congress, handling media relations, speaker coordination, and acting as a liaison officer.
- **Campaign Strategy:** Developed and executed campaign strategies for student elections at UGM, building coalitions and ensuring successful candidate outreach.

Achievements:

- **Head of GMNI Branch Leadership Council:** Led a team and managed activities across the Yogyakarta region from October 2018 – December 2020, enhancing the organization's regional presence and fostering external partnerships.
- **Campaign Strategist for Pemilwa UGM:** Successfully built coalitions and strategic campaigns that supported student presidential candidates in 2019.
- **Certified in Digital and Data Skills:** Acquired certifications in Digital Marketing, Data Science, Google Analytics, and Python, contributing to expertise in campaign management, digital strategy, and media monitoring. Certificate link: <https://s.id/MyCertificate>
- **Guest Speaker at Leadership Schools:** Delivered talks and workshops on leadership and organizational strategy to students across various leadership schools during university.
- **Media Expert:** Served as a media expert, providing insights on critical issues such as digital transformation, media hoaxes, and political communication across several platforms and discussions.

Nationality: Indonesian