

## **Shifa Jauzaa Martabaya**

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Outgoing individual with exceptional public speaking skills. Forges relationships through active listening, clear communication. Have experience in project management, complicated issue solving, and strategic decision-making. Experienced in cross-team cooperation and excellent communication to generate product innovation.

### **Experience**

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#### **Leader Project Team**

**Januari – July 2024**

#### **Madani Scholars**

- Far-reaching consequences, increasing stakeholder value via smooth external project execution and encouraging creativity and innovation. Simultaneously, I actively improve leadership abilities and communication to empower my team.
- Analytic of sector and stakeholder needs to design innovative cybersecurity scholarship programs for 100 university students. Utilizing data analytic approaches to monitor program effectiveness and optimize results by cooperating with AI labs, ZIS Indosat, and Andalas University.
- Our efforts culminated in the execution of activities with approximately 13 strategic partnerships, resulting in high-impact outcomes that resonate broadly, driving organizational success, societal growth, positively influencing team development, and amplifying the program's larger impact.

#### **Executive coordinator of KKN Universitas Andalas 2023**

**Mei – Agustus 2023**

- Executed and managed over 5 community service projects, involving over 27 volunteers and positively impacting the welfare of more than 9 families by providing housing and employment support.

#### **Committee Chair for Kopi Darat elern.id Goes to Padang**

**October 2022**

#### **XL Axiata Future Leaders Program Leader**

- Spearheaded all event facets, ensuring seamless operations and professionalism. Beyond administrative tasks, I orchestrated strategic planning and execution. Collaborated with faculty to devise a targeted campaign.

- Analyze the target audience and market trends to create effective publicity. Use performance metrics to measure event success and suggest improvement areas for future events.
- Lead a project management team of 10 members, successfully managing and executing 5 major events with up to 200 attendees, increasing stakeholder engagement by 30%..

**Liaison Officer for Pertukaran Mahasiswa Merdeka**

**August 2022 to December 2022**

**Ministry of education and culture program**

- Delivered in-depth insights into Minangkabau culture to students, fostering appreciation and understanding. Through various curated activities, students immersed themselves in the traditions, values, and heritage, broadening their cultural horizons and fostering inclusivity.
- Managed 25 programm with budgets between Rp 80 juta - Rp 85 juta, achieving a 95% completion rate on time and within budget. each activity, meticulously planned and assessed, empowered students to enact positive change within their communities, promoting social cohesion and responsibility. Cultivated cultural awareness and social responsibility. It nurtured a more holistic educational experience, equipping them with essential life skills while fostering a sense of purpose and civic duty

**Copywriter**

**April 2021 to August 2021**

**Seruan Pemuda | Sumatera Barat, Indonesia**

Is a one of organizations that concern about mental health and self-development

- Proofread text after project completion and developed engaging, compelling and captivating copy for adverts and promotions.
- Collaborate with PR and marketing departments to develop marketing campaigns and receive feedback from the client, then modify the copy accordingly based on the customer's needs

**American Corner Volunteer**

**June 2021 to July 2022**

**University of Andalas**

- Oversee the organization's programming, daily operations, and event planning. As the US government-operated organization, I coordinate activities with American cultural programs, holidays, and events.
- My responsibilities include organizing strategies, allocating tasks, and ensuring all activities adhere to rules. Promoting American culture and values effectively. We gain invaluable experience in task delegation, program planning, attention to detail, and event management. The position provides an opportunity for me to develop essential skills and contributing to the successful promotion of American culture and values.

## Education

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### Universitas Andalas | Padang, West Sumatera

#### International Relation

Coursework in international relations, politics, international society, and cross-cultural communication. Topics covered include international politics, diplomacy, economics, and history, as well as courses in related languages and cultures. Personally, I am interested in global issues to create successful campaigns, analyze target audience and market trends with sentral international issues.

## Skills

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- Strong written and verbal communication skills (Indonesia and English)
- Exceptional interpersonal and relationship-building abilities.
- Collaboration and teamwork
- Product Metrics and KPI Analysis
- Time management and leadership.
- Data analyze with visualizations (Microsoft Word, Excel, etc)
- Data-driven decision-making.
- Project design and execution