

MELA RUSNIKA

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PROJECT COMMUNICATION MANAGER | CONTENT OPERATIONS & DIGITAL STRATEGY

A project communication manager and versatile writer with over 5 years of experience driving cross-functional collaboration in content production, social initiatives, and digital innovation. Expert in orchestrating project lifecycles from concept to execution, optimizing team performance, and aligning workflows with strategic goals.

Proven ability to manage timelines, monitor KPIs, and lead high-impact teams in mission-focused organizations. Enthusiastic about transforming complex ideas into actionable plans that deliver measurable results in fast-paced environments.

KEY SKILLS

1. Communication & Strategy

- Integrated campaign
- Brand messaging
- Stakeholder communication
- Proposal writing

3. Project Management:

- Strategic planning
- Timeline tracking
- KPI reporting
- Agile execution
- Remote team coordination

2. Content & Digital

- Content operations
- Editorial leadership
- SEO & UX Writing
- Digital content & storytelling
- Google Analytics

4. Collaboration & Leadership:

- Cross-functional teamwork
- Team mentoring
- Agency coordination
- Performance optimization

PROFESSIONAL EXPERIENCES

Senior SEO Content Editor

PT ToffeeDev International | June 2022 – Present

- Managed the end-to-end editorial lifecycle for 200+ articles per month across sectors like tech, education, and health, enhancing delivery efficiency by 35%.
- Built and implemented SEO-driven content strategies that boosted organic traffic by 70–100%.
- Collaborate cross-functionally with SEO Specialist, Web Developer, Account Manager, and Sales teams to align content with campaign goals.
- Performed regular audits and optimizations using SurferSEO and Google Analytics, improving lead conversion by 30%.
- Created tone and messaging frameworks for 15+ brand clients.

Digital Creative & IT Coordinator

PeaceGeneration Indonesia | June 2023 – April 2025

- Project-managed 10+ digital feature launches (landing pages, forms, websites) increasing conversions by 30%.
- Directed branding, social media, and multimedia projects, resulting in a 65% engagement increase across platforms.
- Led a creative team of writers and designers, building workflows and mentoring systems that promoted 4 team members.
- Coordinated cross-team and agency campaigns to boost program visibility and sales.

Digital Media Officer

PeaceGeneration Indonesia | Jan 2021 – June 2021

- Executed content calendar and storytelling strategy for Instagram and websites, raising engagement by 25%.
- Aligned messaging across platforms and coordinated content with program timelines.
- Applied SEO strategies that boosted organic website traffic by 30%.

Project Officer

PeaceGeneration Indonesia | Aug 2019 – Dec 2021

- Managed end-to-end campaigns (online & offline) on peace and tolerance, reaching over 10,000 youth.
- Facilitated partnerships with 10+ NGOs, media, and government stakeholders.
- Led reporting and publication efforts for donors and partners.
- Co-developed and facilitated workshops for youth on leadership and conflict resolution.

Freelance SEO Content Writer

Alfa Media | June 2019 – Feb 2020

- Delivered 300+ SEO-optimized articles monthly across industries (automotive, tech, lifestyle), achieving top 3 Google rankings.
- Tailored content to different brand voices and search intent.

Social Media Analysis Intern

PeaceGeneration Indonesia | July – August 2019

- Analyzed audience data and content performance on Instagram to generate data-informed strategy recommendations.
- Offering strategic insights on visual styles and content formats based on youth engagement patterns.
- Mapped key content themes derived from demographic research, informing the organization's annual content planning.

Project Assistant

Maarif Institute | Aug – Oct 2018

- Supported implementation of Creator Muda Academy across 15+ schools in Greater Bandung.
- Coordinated between trainers, schools, and teams to ensure smooth project delivery.

EDUCATION

Islamic State University Sunan Gunung Djati Bandung
Study of Religions | IPK: 3.73 | Cumlaude

TRAININGS & CERTIFICATIONS

- Workshop Leadership: Creating High-Performing Teams – Dale Carnegie
- Workshop Leadership - ToffeeDev
- 14 Days Winning Content Challenge - SYCA
- Google Analytics for Beginners – Google Skillshop
- Digital Marketing Mini Course – RevoU
- Copywriting & Sales Writing – Skill Academy
- Google Ads Search – Google Skillshop

AWARDS & RECOGNITION

- 1st Place – Inspirational Women's Writing Competition, 2021
- Top 50 – Indonesia Millennial Movement Writing Contest, 2018
- Finalist – Islamic Millennial Essay Writing Competition, 2018
- Top 25 – Tolerance Reflection Writing Competition, 2018

PORTFOLIO

See my latest work, writing samples, and project accomplishments here:
melarusnika.journoportfolio.com/