

# GHINA SAKHA KARIMANI (Ms.)

Majalengka, Indonesia | +62895405699012 | ghinaasakhakarimani@gmail.com | [Portofolio](#)

## PERSONAL PROFILE

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A Digital Public Relations graduate from Telkom University with a strong interest in content writing, journalism, media analysis, and storytelling. Experienced in writing data-driven opinion articles to support strong and informative arguments. Skilled in in-depth research, media analysis, and presenting accurate and engaging information. Actively writes on various digital platforms and has participated in writing competitions. Enthusiastic about delivering insightful and well-researched content to inform and engage audiences. Ready to contribute with research, writing, and social media content creation skills to deliver valuable information to the audience.

## EDUCATION

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### UNIVERSITAS TELKOM

Digital Public Relations, GPA: 3.94/4.00

2021 – 2025

- Thesis title "The Influence of Copywriting in 1994 Coffee and Creative Space on Brand Image on Social Media"

## INTERNSHIP EXPERIENCE

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### DETAH PUSTAKA PUBLISHER

Manuscript Editor

JUNE – SEPTEMBER 2024

- Edited 4 poetry manuscripts by ensuring the beauty of language, accuracy of diction, and cohesion of the theme are maintained.
- Edited 4 non-fiction manuscripts by ensuring grammar to ensure the manuscript is more informative and easy to understand.
- Created an essay entitled "Writing in the Digital Age: Challenges and Opportunities for Writers in a Changing World"

### DINAS SOSIAL KABUPATEN MAJALENGKA

Secretariat Division

JUNE – AUGUST 2024

- Wrote incoming letters, outgoing letters, and official memos with a total of 100 letters that have been written and distributed.
- Made logistics reports for APBD I, APBD II, and PSKBA in 2024.
- Prepared and documented the activities of the 3 IPDN students' internship release event and the red and white flag sharing activity.
- Inputted employee salary data from January to June 2024 and inputting employee NIP, NIK, and NPWP data.
- Transferred data to the Realization of Physical, Non-Physical, and Financial Activities of the Majalengka Regency APBD Funding Source for the 2024 Fiscal Year, Performance Indicator Report.

## PROJECT AND ACTIVITY

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### Content Strategy Class for Content Writer | Kelas Bersama

2025

- Selected as one of the **top three** participants based on content strategy assignment performance.
- Learned and developed content pillars and a one-month content plan.
- Gained a systematic understanding of content ideation and research processes.
- Studied effective techniques for content distribution and optimization.
- Learned how to evaluate content performance based on defined objectives.

### Anies Baswedan Personal Branding Sentiment Analysis Lecture Project

2024

- Created an analysis of Indonesian public sentiment regarding Anies Baswedan's personal branding during the 2024 Election.
- Analyzed comment reports for one month on platform X and Tiktok using the **Brand24** tool.
- This project has obtained an **HKI certificate**.

### College Project Creating a Proposal for the "Bandung Free of Runt" Program

2024

- Created a campaign that is carried out on social media and created a design for a volunteer event to clean the environment where the community can be actively involved.

- Opinion Article Writer | Public Relations Writing Techniques** 2023
- Wrote an opinion article that discusses the controversial issue of the pros and cons of former convicts becoming public officials.
  - Developed research and analysis skills in writing data-based opinion pieces.
- Short Story Competition Finalist | Pena.terarah** 2023
- Participated in the short story competition themed “My Silence Prays for You” with a work entitled “Let Them Be With Me” and passed the curation and was published in a short story anthology book.
  - Presented an imaginative narrative about the vacuum of power in a country.
- Ruang Mojok Batch 5 Competition By.U “Gender”** 2023
- Wrote an opinion article entitled “We Who Have Difficulty Feeling Safe When We Go Home” raises the social issue of the rise of catcalling.
  - Sharpened the skills of conveying ideas argumentatively and persuasively.
- Joining the “Becoming a Content Writer” Class** 2023
- Learned research techniques, creativity in content writing, and strategies to attract readers’ attention.
- Short Story Competition Finalist | Puspamalapustaka** 2022
- Wrote a short story entitled “Cermin Mimpi” which was successfully selected to be published in an anthology book with the theme of fictional songs.
- Short Story Competition Finalist | Ellunar Publisher** 2022
- Wrote a short story entitled “Ending Scene” which passed the curation and was published in an anthology book of short stories.
- Participant in the Writing Class with the Theme “To Turn Over New Leaf”** 2022
- Studied the rules of writing and language in Indonesian effectively and in accordance with EYD.

## ORGANIZATIONAL EXPERIENCE

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- VOLUNTEER “FIRST MEET EMBUN” - Public Relations Division** 2023
- Contacted media partners to establish cooperation and negotiate regarding cooperation terms.
  - Created broadcast invitation messages to be distributed to target audiences.
- DPM KEMA FKB - Member of the Kominfo Division** 2023
- Managed the organization's Instagram account and created weekly content, including disseminating information related to organizational activities and creating captions for posts.
  - Designed weekly content such as general knowledge quizzes, book recommendations, and movie reviews to increase follower interaction and engagement.
  - Successfully increased Instagram account engagement with an average reach of 92.7% followers and 7.3% non-followers.
- COMMITTEE “INSIGHT 2022” - Member of the Event Division** 2022
- Developed event concepts and designed a series of activities for the Webinar with the theme "Building Potential, Inspiration, and Relationships".
  - A role in compiling cue cards for the main host (master of ceremonies) in the event.
- UKM KMM UNIVERSITAS TELKOM - Member of the Kominfo Division** Nov 2023 – Jan 2024
- Involved in making posters for celebrating major holidays and making captions on the KMM Telkom University Instagram account.
  - Supported the team in designing content strategies and implementing marketing campaigns through the KMM Telkom University Instagram platform.

## SKILLS

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- **Technical:** Microsoft Office, Canva, Procreate, Writing Skills, SEO, Content Management, Social Media Management, Project Management, Public Relations, Copywriting, Event Coordination.
- **Soft Skills:** Strong skills in Teamwork/Individual, Time Management, Multitasking, Communicative, Problem-Solving, Initiative, Discipline, Fast Learner, Thorough, Creative, Leadership, Public Speaking.
- **Language:** Indonesia (Native Proficiency), Inggris (Intermediate).