

NADIA PUTRI LESTARI

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An individual who grew alongside digital communities, with 3 years of experience as a Social Media Specialist for beauty and F&B brands. Used to combining trend research and performance data with content ideas that feel close to the audience, from content calendars and influencer collaborations to monthly reports. Ready to help brands grow through consistent storytelling and measurable results.

EDUCATION

Bachelor of Communication Science, GPA: 3.62**2017 - 2021**

Universitas Gadjah Mada

- Head of Media Division, Student Association

WORK EXPERIENCE

Social Media Specialist**March 2023 - Present**

PT Cantik Alami Nusantara

- Raised Instagram engagement rate from 2.1% to 4.8% in 8 months through a skincare education content series.
- Managed a content calendar across 3 platforms (Instagram, TikTok, Threads) with 25 posts per month.
- Led collaborations with 40 micro influencers that generated 1,200 purchases with promo codes.

Content Creator**January 2022 - February 2023**

Kopi Senja Jogja

- Grew the TikTok account from zero to 18,000 followers in 10 months.
- Wrote captions and video scripts that increased weekend store visits by around 30%.

Digital Marketing Intern**July 2021 - December 2021**

Agensi Kreatif Ruang Ide

- Compiled weekly Meta Ads performance reports for 5 SME clients.

CERTIFICATIONS

Google Digital Marketing**2022**

Google

Meta Certified Community Manager**2023**

Meta

SKILLS

➤ **Soft Skills:** Communication, Teamwork, Time Management, Data Analysis

➤ **Hard Skills:** Content Strategy, Copywriting, Meta Business Suite, TikTok Analytics, Canva, CapCut, Influencer Marketing

➤ **Languages:** Indonesian (Native), English (Professional)