

# Pranichia Islamy Resya

"I have never-ending curiosity in learning things that challenge me to grow."

## Contact



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## EDUCATION

### Bakrie University

Graduate of Public Relations & Corporate Communications, Communication Science, Bachelor Degree (GPA 3.69 out of 4.00)

## SKILLS

- Public Speaking
- Social Media Marketing
- Content Creation
- Digital Branding

## PROFESSIONAL EXPERIENCE

### OLIVER Agency - Unilever Studio

#### Social Media Executive

Aug 2019 - Present

- Conceptualizing and managing digital presence of Unilever Beauty & Personal Care brands based on precision marketing strategy and data-driven marketing
- Assisting the conceptualization and execution of campaign strategy to drive awareness, consideration, and conversion
- Ensuring the creative direction aligned with brand identity include copywriting and visual wise

### Traveloka Indonesia

#### Influencer Engagement Intern - Digital Marketing

May 2019 - Aug 2019

- Assisted the upgraded conceptualization of influencer marketing guideline
- Supporting in execution and reporting 13 total influencer campaign projects at one hand
- Monitoring update and provide insight from social media influencers trend

### Unilever Indonesia

#### Brand Building Intern for Rexona

Aug 2018 - Feb 2019

- Executing the deployment and rebranding of the very first digital-based launching in the company
- Managing the precision marketing strategy for digital activation; influencer marketing content strategy; and social media which resulted as Runner Up of Best Digital Advertising U-Studio Global Award

### JanSport Indonesia

#### Brand Ambassador

- Managing and executing ATL & BTL activities
- Revitalizing the market sales in youth culture as main target audience
- Conceptualizing and optimizing company 360 degree marketing strategy
- Promoting brands through social media branding (inc. blogpost, video blog, photo, etc.)

Aug 2017 - Nov 2018

### GoGirl Magazine

#### Content Contributor for Clean & Clear Indonesia

Aug 2017 - Jan 2018

- Developing an idea in enhancing the website traffics through FGD forum
- Writing articles related to youth for cerita-kita.co.id
- Producing short video ads, sponsored blogpost, and picture ads on social media for brand introduction

### Development Innovation Insider

#### Content Writer Intern

Oct 2017 - Jan 2018

- Conducting deep research and interview for analysis
- Writing critical and in-depth articles of grassroots organization in correlation to the latest global issue
- Working remotely across Southeast Asia in cooperating with the global team

## ORGANIZATIONAL EXPERIENCE

### ASEAN Youth Leaders' Association Indonesia (AYLA-ID)

Dec 2017 - Dec 2018

#### Director of Brand Communications

- Conceptualizing the re-branding of AYLA National Chapter Indonesia
- Coordinating the offline and online branding plan as brand activation
- Bridging between internal and external public to communicate

### Bakrie Model United Nations Club

Jan - Dec 2017

#### Vice President

- Conceptualizing the coordination between coaches and members for upcoming competition
- Coached members to follow upcoming competition based on the councils and topics they chose
- Bridging between campus management and club for funding support in upcoming competition

### Bakrie Student Executive Boards

June 2016 - July 2017

#### Staff of Communication and Information Dept.

- Managing the social media of BEM-UB including LINE@, Instagram, and Twitter
- Bridging between externals and internal public to communicate
- Executing project programs including Open House, Wardah Goes to Campus, and Close House

## VOLUNTEER EXPERIENCE

ISAFIS Workshop Diplomatic Simulation 2017

Feb - July 2017

#### Head of Substance in Business & Partnership Jakarta Model United Nations 2017

Student Executive Boards Open House 2016/2017

Nov 2016

#### Project Officer

Marketing Communication Week 2016

May 2016

#### Moderator and Master of Ceremony

Wardah Goes to Campus: Dazzling Beauty and Future

May 2016

#### Event Coordinator

## HONORS AND AWARDS

Unilever Future Leaders' League 2017

Nov 2017

#### National Finalist

PPA-DIKTI Scholarship 2017

Nov 2017

#### Scholarship Grantee

President Model United Nations 2017

Sept 2017

#### Most Outstanding Delegate

Clean and Clear: Vlogging Competition 2017

Aug 2017

#### First Best Position

Jakarta Model United Nations 2016

Aug 2016

#### Honorable Mention

Bakrie University Graduation Batch 2012

Aug 2016

#### Most Outstanding Student

## PROJECT

### Hand-Sharing Campaign: Sterilize Your Hand

July - Dec 2017

#### Team Leader

Led a student team in raising awareness towards commuter line users for sterilizing their hands in also supporting Sustainable Development Goals (SDGs) Goal 3: Good Health and Well Being.

Partnering with PT. KAI Indonesia to implement the event through 5 train station points.