

Amira Alalia

PORTFOLIO

SOCIAL MEDIA, BRANDING, AND COPYWRITING



AMIRA AMALIA

ABOUT ME

A recent graduate with strong passion for brand and industrial advancements, specializing in data-driven business solutions. Enthusiastic about driving innovation and embarking on a rewarding journey to contribute to company development.

NOTABLE ACHIEVEMENTS TO SHARE

Through internships and active engagement in various organizational activities, competitions, and international courses, I have developed valuable skills in project management, administration, collaboration, and effective communication.

SKILLS AND ABILITIES



Social Media
Management



Content & Copy
Writing



Data Analysis



Project
Management



Branding and
Development

EDUCATION & COURSES



ITS SURABAYA

Since 2019 - 2023
Statistics Dept,
Faculty of Science
and Data Analytics.
GPA: 3.61



ASIA UNIVERSITY

Three weeks of FinTech
Application online
course that conducted by
Asia University, Taiwan.
Score: 90 (A)

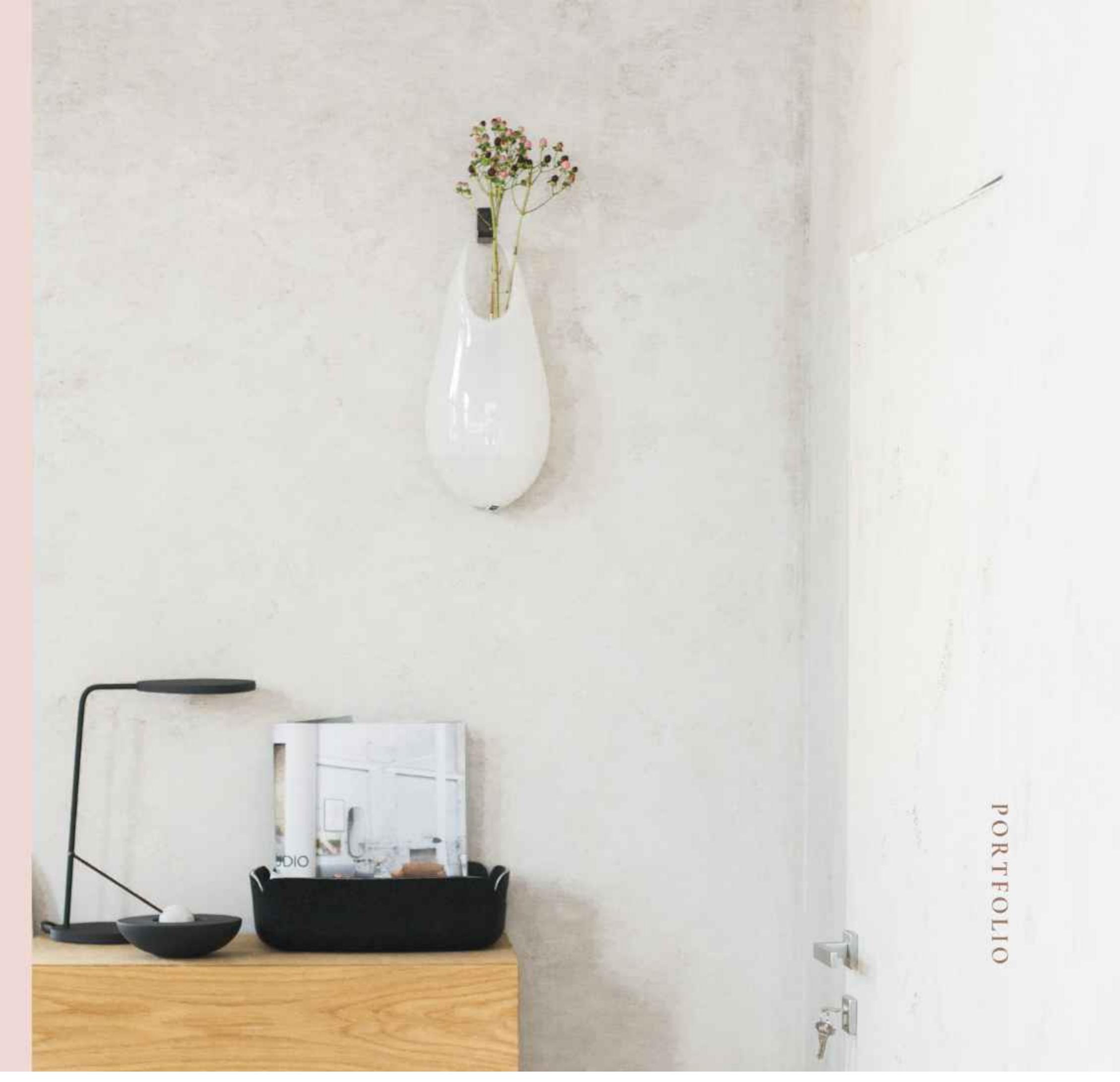


ISTANBUL AYDIN UNIVERSITY

Since August 1-14, 2021 at Brand
Management Course, Faculty of
Economics and Administration
Science.
GPA: 4.00

NOTABLE PROJECTS

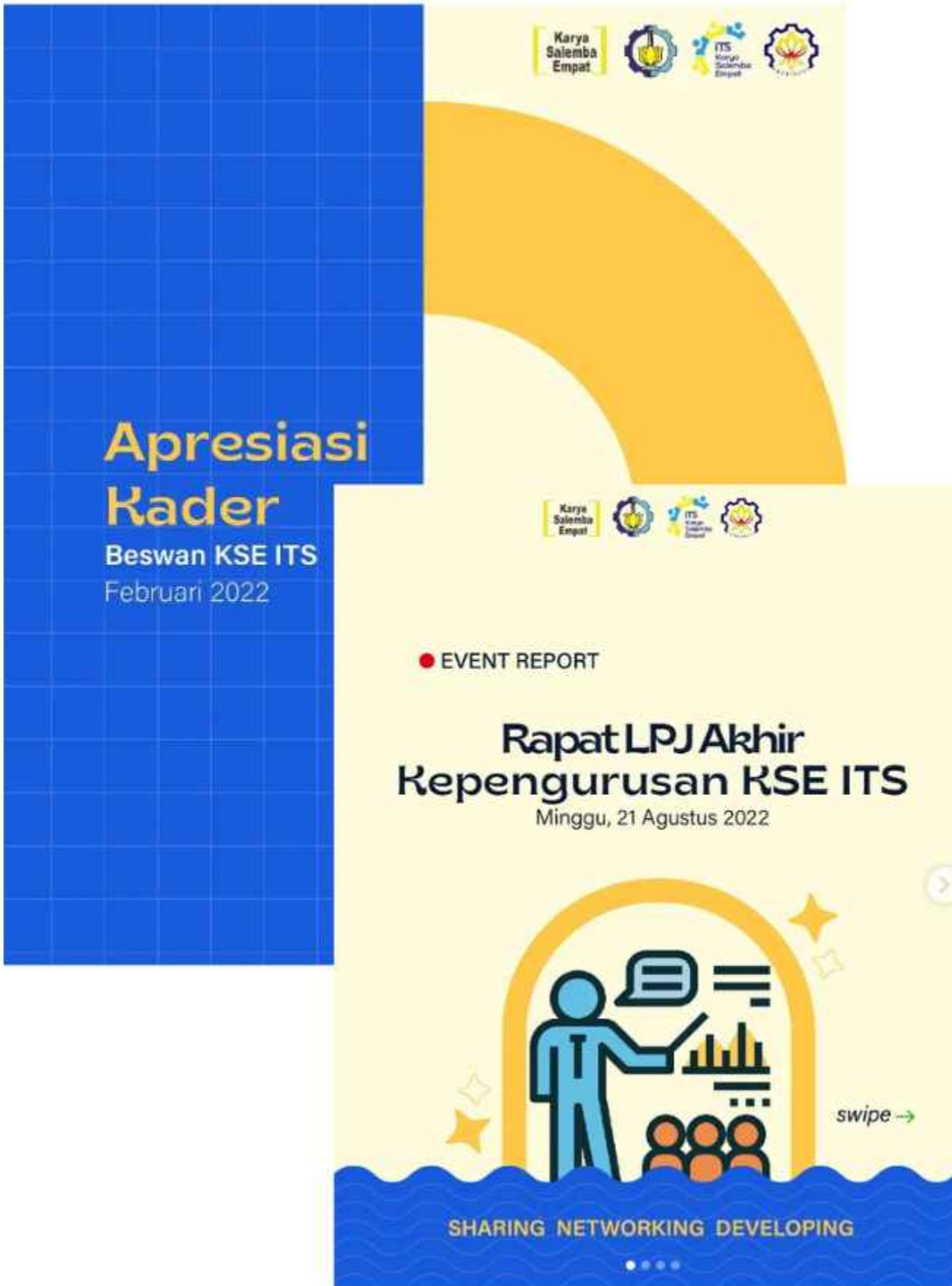
EARLIEST TO CURRENT YEAR



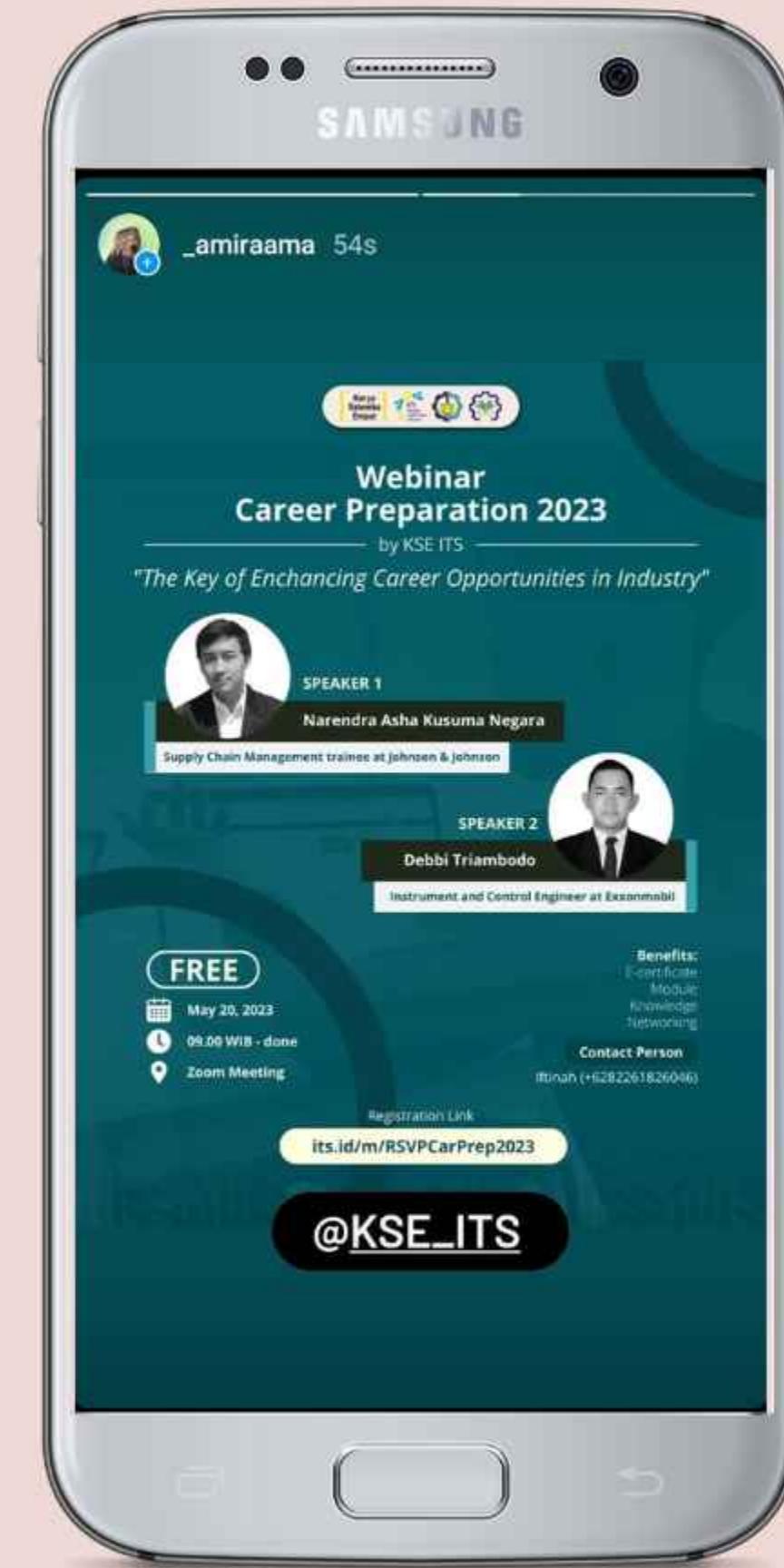
PORTFOLIO

KSE ITS AWARDEE ASSOCIATION

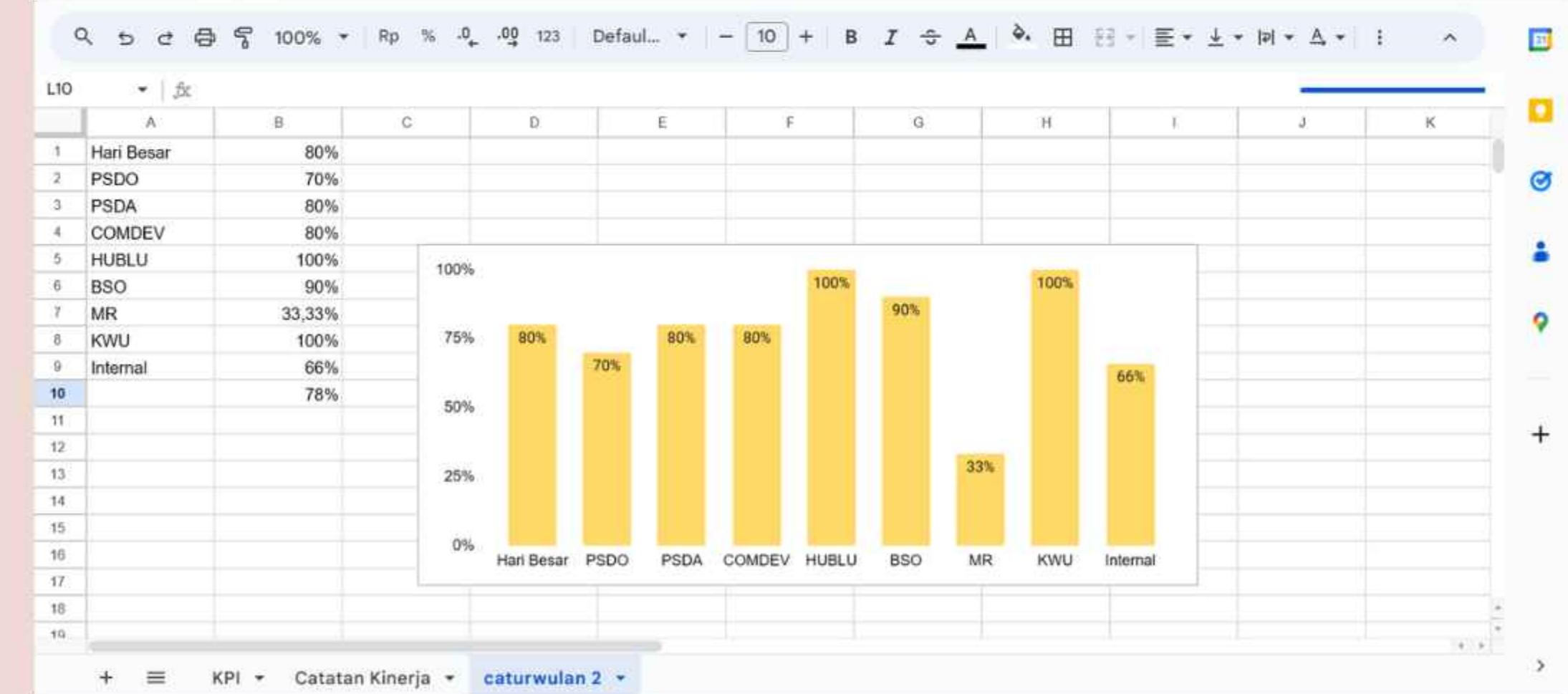
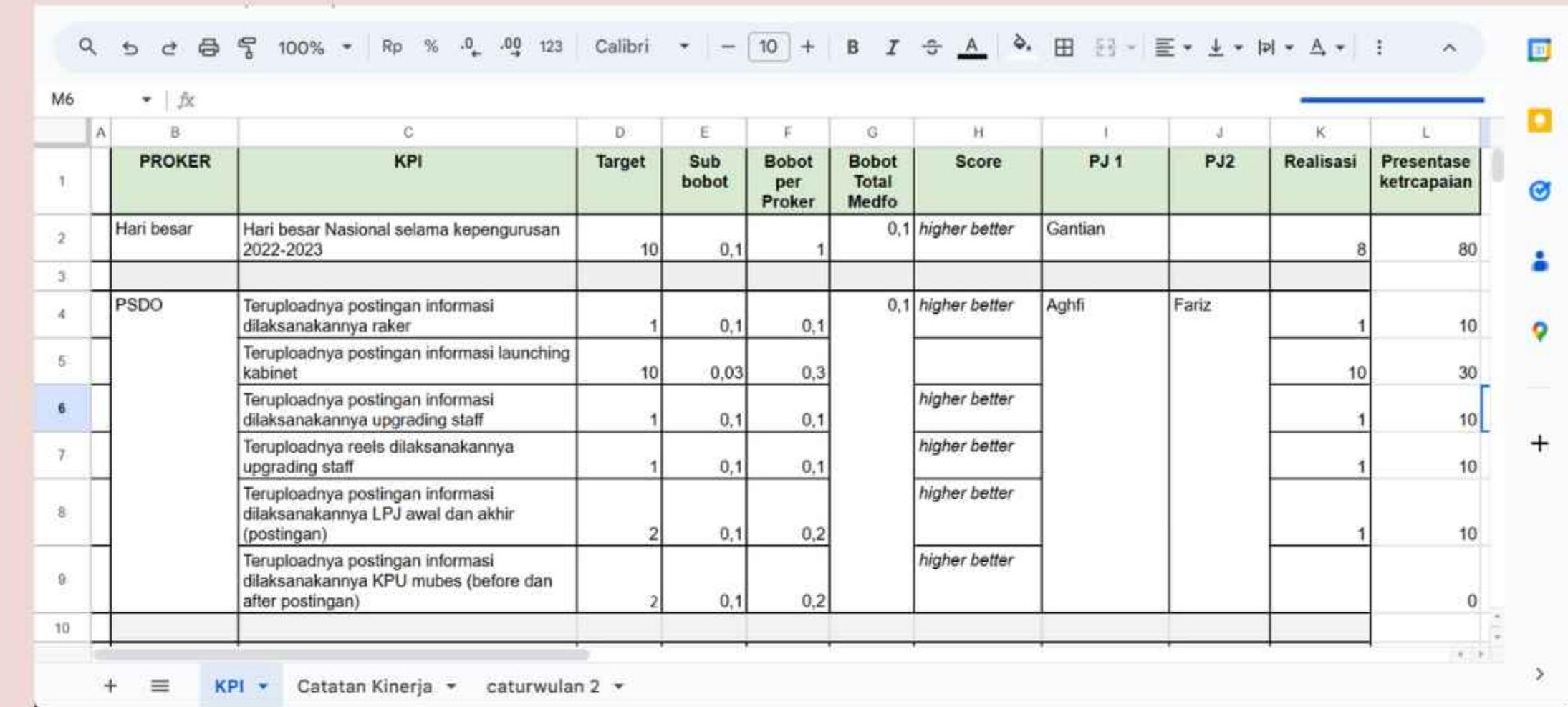
As Secretary of the Department of Social Media and Information, I led my team in coordinating and implementing various projects and initiatives. In addition, I played a key role as social media administrator, keeping an eye on our official account and tracking our key performance indicators (KPIs).



SAMPLE CONTENT



PLANNING & MONITORING



PORTFOLIO

← Thread

Logos ID @logos_id · Aug 27, 2020
Apakah konsep aurat = bagian dari penindasan Islam terhadap tubuh manusia? Apakah tradisi Sati adalah wujud keberpihakan Hindu terhadap laki-laki? Dapatkah perempuan Jawa hidup sebebas perempuan Belanda?

Kali ini, Logos membahas Feminisme dalam Kajian Pascakolonial!

-A Thread!



Logos ID @logos_id · Aug 27, 2020
Di Indonesia, wacana feminism telah cukup lama masuk dalam kehidupan sehari-hari. Salah satu ikonnya adalah RA. Kartini. Secara umum, feminism tidak dapat dilepaskan dari ide Simone de Beauvoir.

1 1 21

Logos ID @logos_id · Aug 27, 2020
Dalam perspektif de Beauvoir, konsep hijab dalam Islam serta Sati dalam Hindu adalah bentuk ketidakadilan terhadap perempuan. Akan tetapi, menurut Gayatri Spivak, kesimpulan semacam itu tidak dapat secara serta merta diambil dalam menghadapi perempuan di tanah bekas jajahan.

1 2 25

Logos ID @logos_id · Aug 27, 2020
Spivak menyatakan bahwa perempuan Eropa dan perempuan India; perempuan Eropa tidak mengalami penjajahan, sedangkan perempuan India mengalaminya.

1 1 13

Logos ID @logos_id · Aug 27, 2020
Menurut Spivak, jika seorang subaltern (pria) dibatasi kemampuannya untuk berbicara oleh wacana kolonial, maka subaltern perempuan terbatasi tidak hanya oleh wacana kolonial, melainkan juga budaya lokal yang patriarkis.

LOGOS.ID

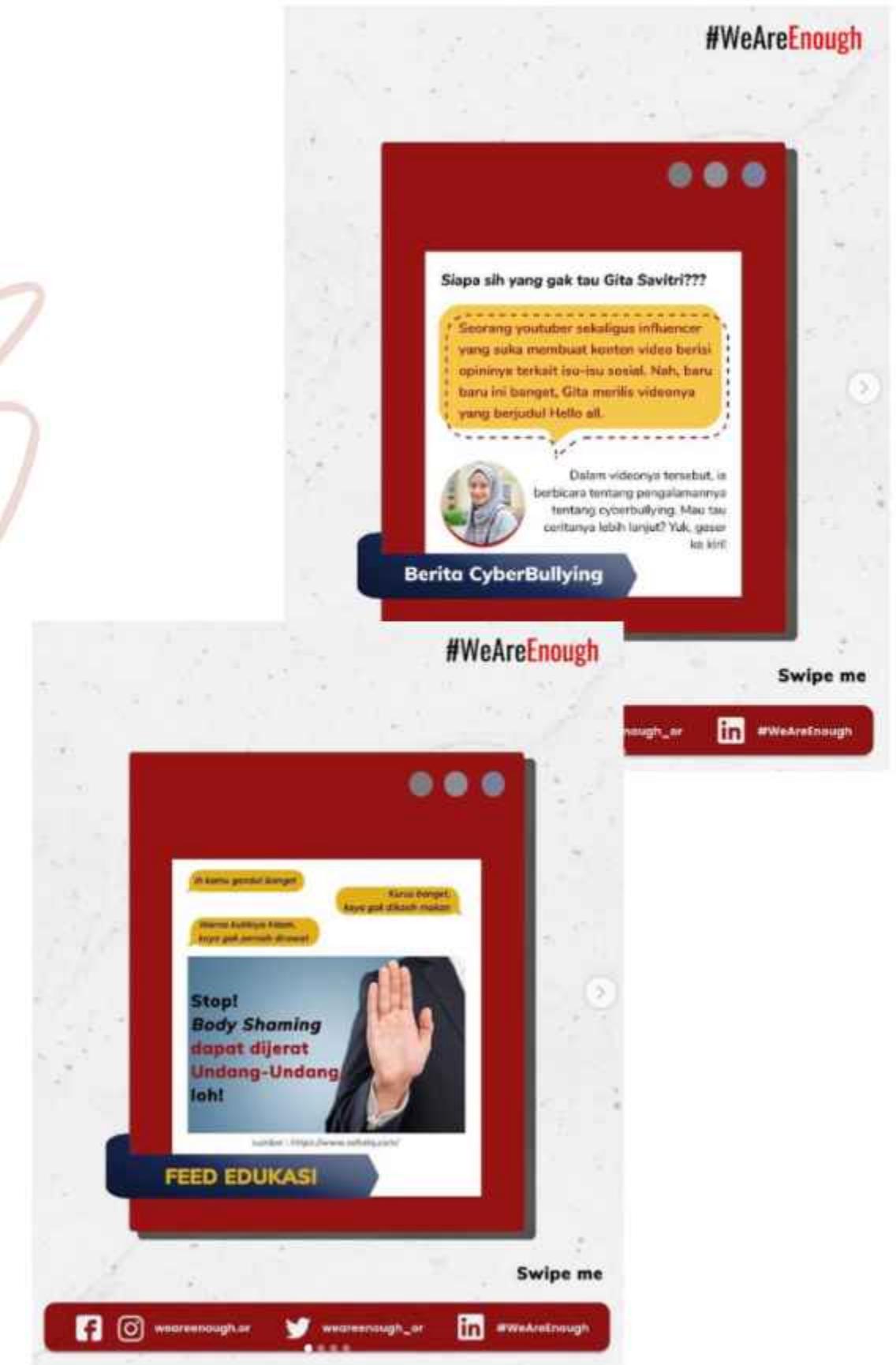


As a wordsmith, I specialize in converting lengthy articles into concise Twitter and Instagram posts that can be easily consumed. I delve deep into the captivating domains of philosophy, pop culture, and science.

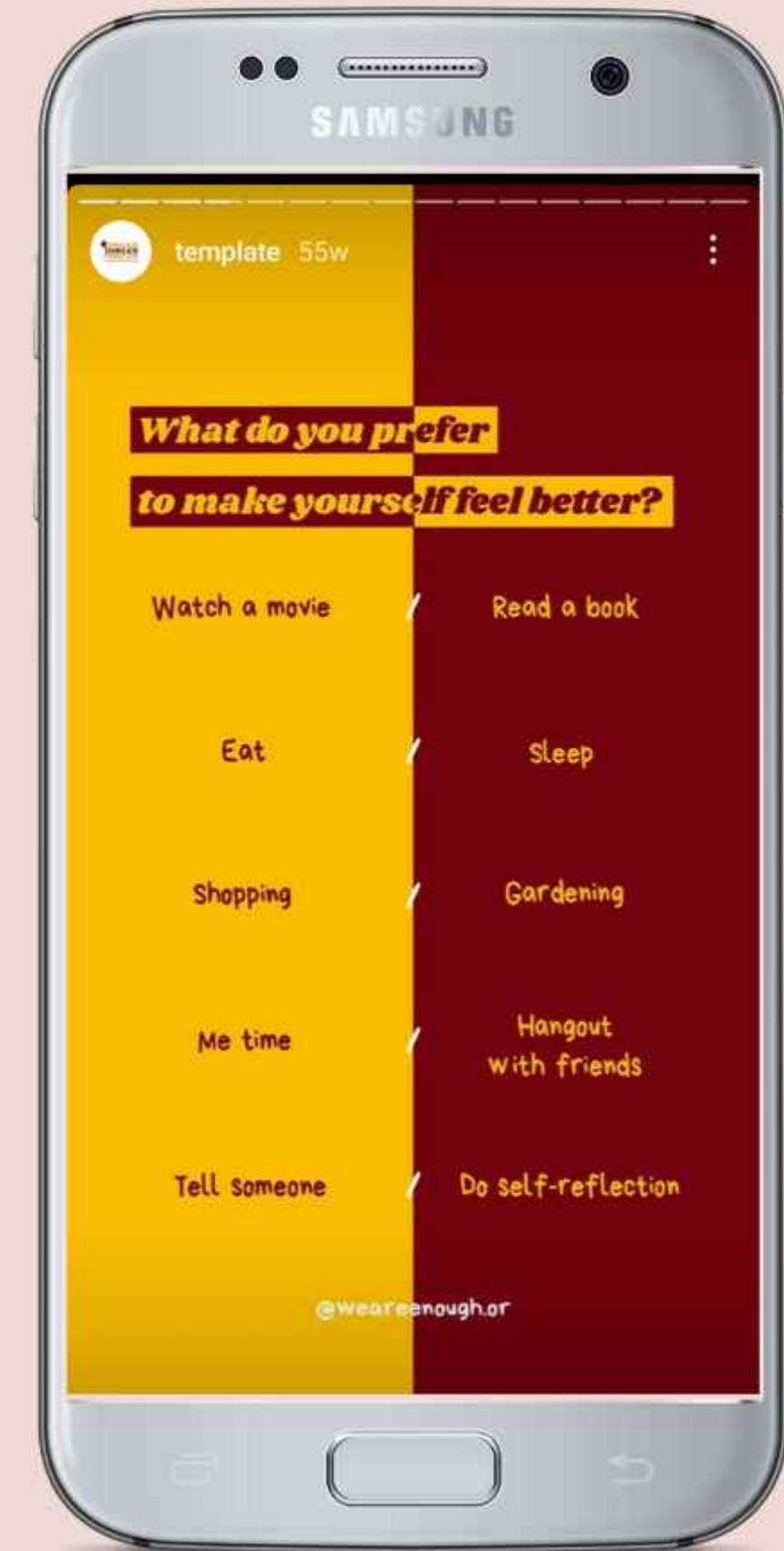
#WEAREENOUGH

03

Working under the division of social media of #WeAreEnough to provide an understanding of bullying and create the widest possible space for all generations who have a common goal to stop bullying. My work ethic and enthusiasm brought me to be the most outstanding staff in the second month of volunteering period. Here I analyse audience engagement (feedback, content reach, profile growth) on Instagram, also create quiz, mini games, and engaging instagram content.



SAMPLE CONTENT



Yuk kenali, apa sih Perundungan dan Pelecehan itu?
(Sumber: <https://www.forestpeoples.org/>)

Apa itu Perundungan dan Pelecehan?

Perundungan adalah perilaku menyerang/kasar, mengintimidasi, jahat atau menghinai, penyalahgunaan kekuasaan melalui sarana-sarana yang disakudukan untuk melemahkan, memperlakukan, merendahkan atau melukai orang lain. Perundungan atau pelecehan dapat dilakukan oleh seseorang terhadap seseorang lainnya atau melibatkan sekelompok orang.

Pelecehan, dalam istilah umum adalah tindakan yang tidak diinginkan dan mempengaruhi martabat seseorang di tempat kerja. Tindakan atau komentar tersebut dipandang merendahkan dan tidak dapat diterima oleh penerima.

Like, comment, share! Save! SWIPE

Apa dampak dari Perundungan dan Pelecehan bagi korban?

- Korban dapat merasa tidak tenang dan direndahkan
- Munculnya rasa marah dan frustrasi
- Mungkin menjadi takut dan kehilangan motivasi
- Stres, kehilangan kepercayaan diri, dan harga diri. Selain itu, dapat berdampak negatif pada kinerja dan relasi korban di tempat kerjanya



HIMASTA-ITS WEBSITE

In Memoriam: Bapak Kresnayana Yahya,
Penggagas Tumbuhnya Statistika di
Kampus Perjuangan

Simak selengkapnya di :
arek.its.ac.id/hmstatistics/



STATISTICS STUDENT ASSOC. (HIMASTA) ITS

As the astute coordinator of our website's content, I fulfill multiple roles. I manage our organization's official online accounts, serving as the weekly article editor, and also contribute to crafting informative statistical content. However, my most significant contribution lies in serving as the mastermind behind our audience engagement.

SAMPLE CONTENT



A digital slide from a presentation. The title reads: 'Tahukah kamu bahwa di dunia data, ada dua profesi yang serupa tapi tak sama: **Data Science** dan **Data Analytics**'. Below this, a question 'Memang ada bedanya?' is followed by a paragraph of text: 'Ada dong! Yuk kita cari tahu bersama agar Sobat Sigma tidak salah menentukan fokus untuk membangun karier cemerlang di bidang data.' A call-to-action button 'Swipe left! >>>' is at the bottom. To the right, there is an illustration of a man in a suit holding a pipe and a document.

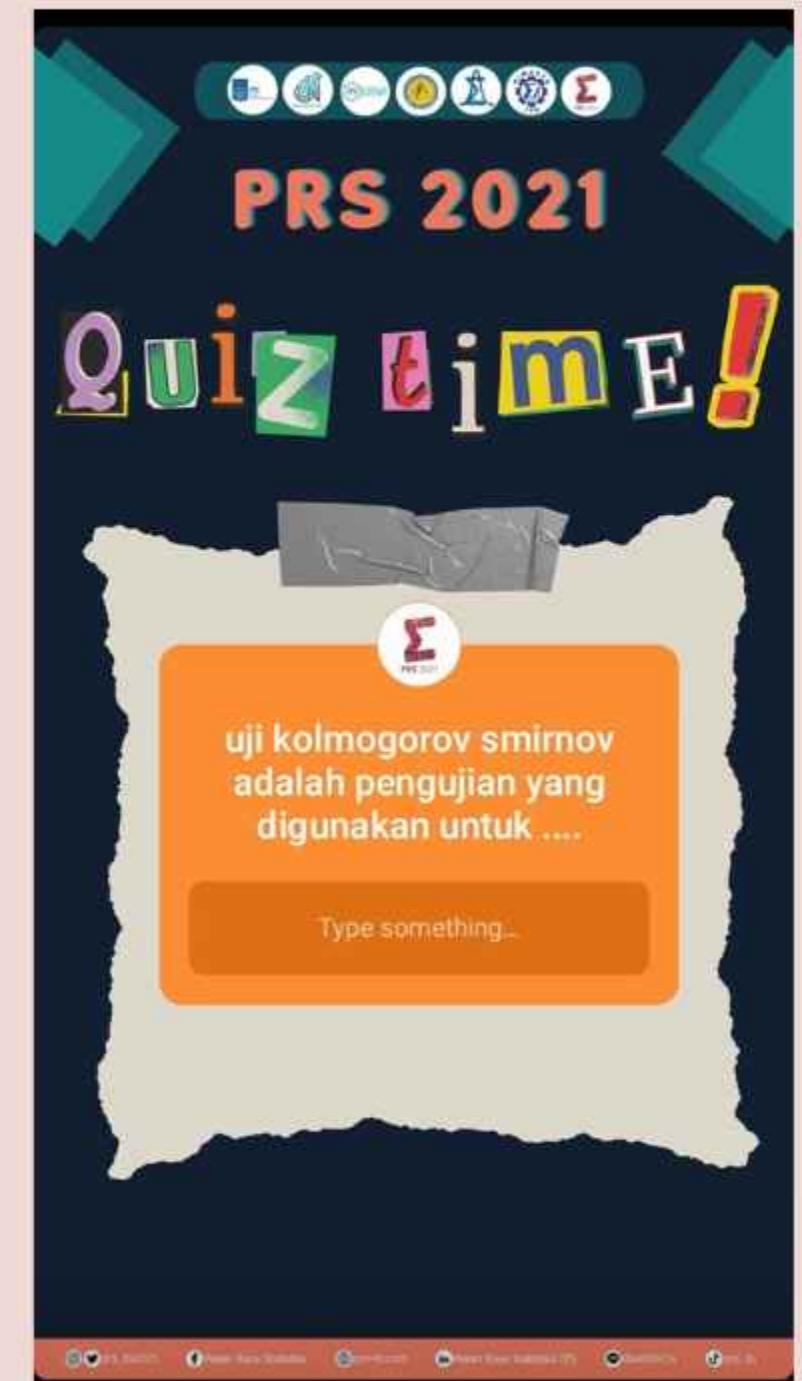
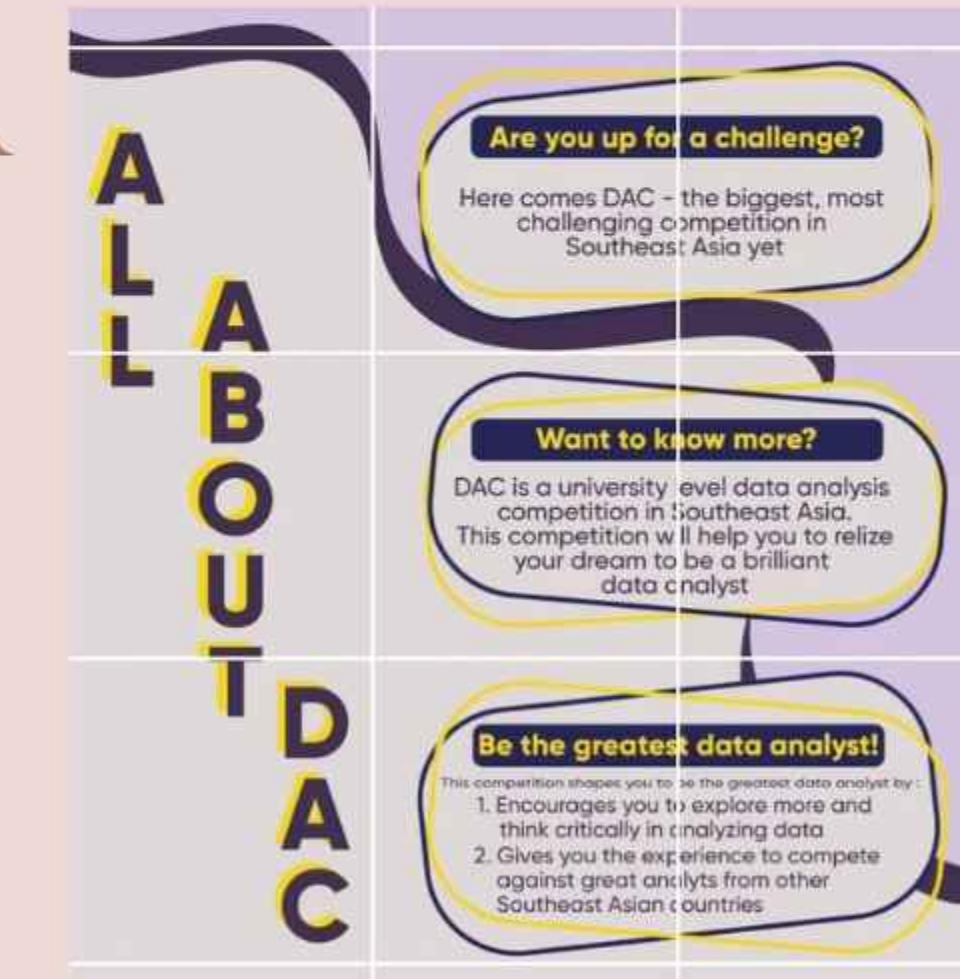
A digital slide comparing two professions. It features two sections: 'Data Science' and 'Data Analytics'. The 'Data Science' section includes a photo of a woman in a yellow lab coat with arms crossed, and text explaining it's an 'ilmu yang berfokus pada pencarian inovasi baru berdasarkan data, yang dapat diterapkan di kemudian hari'. The 'Data Analytics' section includes an illustration of hands typing on a laptop keyboard, and text explaining it's 'Berfokus pada pengolahan data, seperti evaluasi berdasarkan data yang ada agar dapat mengambil keputusan yang tepat'.

A digital slide for preparing for a competition. The title is 'MAU SABET JUARA DI LOMBA STATISTIKA? SIMAK TIPSNYA!'. It features a purple circle with the text 'Statistics Fact' and an illustration of a person with glasses. A call-to-action button 'Tarik' is at the bottom. The slide also includes icons for social media and the text 'HIMASTA-ITS'.

A digital slide with tips for preparation. It lists three points: 1. Practical skill apa yang perlu dipersiapkan?, 2. Mengapa skill ini penting?, and 3. Bagaimana meningkatkan skill tersebut?. To the right, there are illustrations of a lightbulb and two people. The slide includes icons for social media and the text 'HIMASTA-ITS'.

PEKAN RAYA STATISTIKA

As the vice coordinator of public relations, my responsibilities entailed managing event branding via direct mail and social media to stimulate interest in attending the events and competitions. The participants hailed from five ASEAN countries.



COPYWRITING

Dear Faculty of Statistics, Mathematics and Natural Science,
Universiti Utara Malaysia
Malaysia

Greetings from the Statistics Department of Institut Teknologi Sepuluh Nopember Surabaya (ITS).

Institut Teknologi Sepuluh Nopember (ITS) is one of Indonesia's best research universities, especially in the engineering and technology fields. We have a vision of becoming a world-class research university. And in line with our vision, our efforts to become more internationally renowned have been extensive.

One of our efforts to achieve our vision is through **a data analysis competition for any diploma or/and undergraduates from universities in Southeast Asia**. The competition, called **Data Analysis Competition (DAC) 2021**, is going to be held **online from July, 11th until September, 4th 2021**. Bringing "Data Analytics as Tools to Develop Innovation in Industrialization towards the SDGs" as a theme, DAC 2021 aims to serve as a platform for university students to learn the application of statistics in SDG 9.2.

As the registration of DAC 2021 is now open, **we would like to request your assistance to disseminate this information to Universiti Utara Malaysia and other academic institutions in your country**. This competition may be joined by any diploma or/and undergraduate students in the same university (different batch and major is allowed).

Please kindly check our guidelines and poster in the attached files for more information. It may be copied, republished, and reused to promote DAC 2021 to your country.

For further inquiries, please do not hesitate to contact us through this email

Story 1:

Udah kelas 12, tapi masih bingung mau kuliah kemana duuhh gimana nih panik gak?
Eits tenang, cek ombak dulu yuk siapa tau cocok kuliah di statistika.

Mau coba gimana asiknya statistika? Yuk buruan daftar ke STATION 2021

Story 2:

Weekend gini masih bengong? Mending cicipin serunya statistika dengan daftar STATION 2021 aja!

Story 3:

Sekolah online mulu, uang jajan makin tipis duh.

Mau cuan sambil kumpulin ilmu dan pengalaman baru? Daftar STATION 2021 yuk, hadiahnya seru-seruuu

Pengenalan Sampah



Berdasarkan sifatnya, sampah dibagi menjadi 3 jenis yaitu:



Sampah Organik

Sampah yang mudah terurai kembali ke tanah (*degradable*).

Contoh: dedaunan dan sisa makanan



Sampah Anorganik

Sampah yang sulit terurai kembali ke tanah (*undegradable*).

Contoh: plastik, botol, kaleng



Sampah Beracun

Sampah mengandung bahan beracun berbahaya (B3).

Contoh: limbah pabrik dan rumah sakit.

KKN ITS

KKN ITS

06

In my role as the coordinator of design and documentation, I collaborated with my colleagues to compile educational materials and documentation from the Division of Curriculum and Teaching into a comprehensive guidebook and video series.

Creative Guidebook Sample

Langkah Pembuatan Ecobrick



This manual will comprehensively address the following topics:

- Garbage classification
- Waste processing
- Ecobrick creation
- Composting
- Takakura composting

Komposting

Dalam proses komposting, sampah organik secara alami diuraikan oleh berbagai jenis mikroba atau makhluk hidup berukuran sangat kecil seperti bakteri, jamur, actinomycetes, dan sebagainya.

Jenis dan Sumber Bahan

Limbah/hasil pertanian dan nonpertanian (limbah kota dan limbah industri). Contoh: sisa tanaman, kotoran hewan, sampah rumah tangga.



KKN DPD - ITS



Mengisi keranjang dengan starter/kompos jadi kurang lebih setebal 5 cm (8 Kg).

Kompos berfungsi sebagai starter proses pengomposan karena didalamnya terkandung mikroba-mikroba pengurai.

Masukkan sampah organik yang telah dipotong 2 cm x 2 cm dan dicampur EM4 dengan perbandingan 8 : 2 ke dalam keranjang takakura.

Tulang ikan dipotong kecil-kecil, tulang ayam dihancurkan. Semakin kecil ukuran akan semakin cepat terurai.

KKN DPD - ITS

Setiap hari, lakukanlah proses memasukkan sampah yang akan dikomposkan seperti tahap sebelumnya. Demikian seterusnya. Aduk-aduklah setiap selesai memasukkan bahan-bahan yang akan dikomposkan. Hati-hati dalam mengaduk agar tidak merobek kardus. Untuk mempercepat pengomposan, dapat ditambahkan EM4/ air bekas cucian beras/ kompos jadi secukupnya.

LET'S WORK TOGETHER

E-MAIL

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PHONE/WHATSAPP

0851 - 7525 - 9290

LOCATION

Jombang, East Java - Indonesia

