

Amiga Amalia

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



Project
Management



Content & Copy
Writing



Branding and
Development



Data Analysis

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).

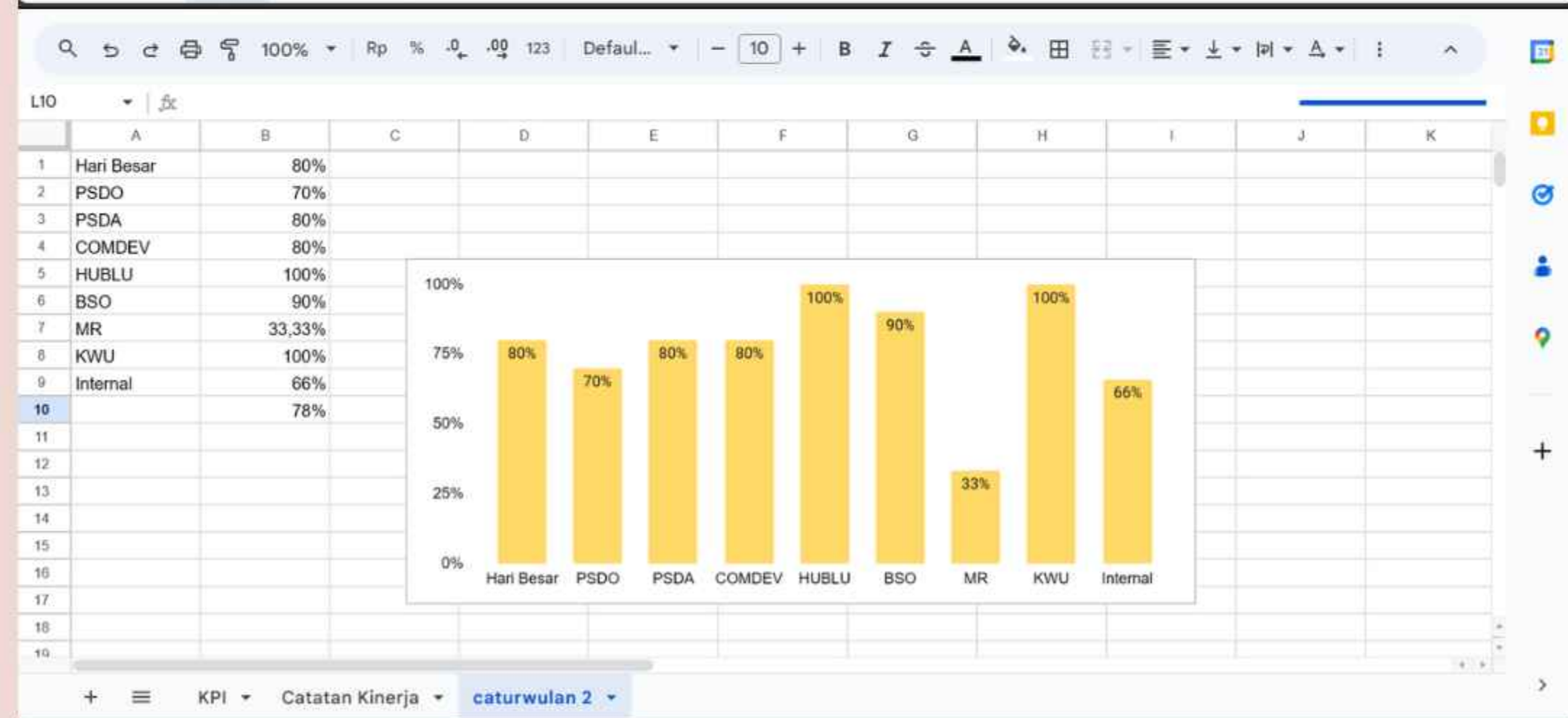
SAMPLE
CONTENT

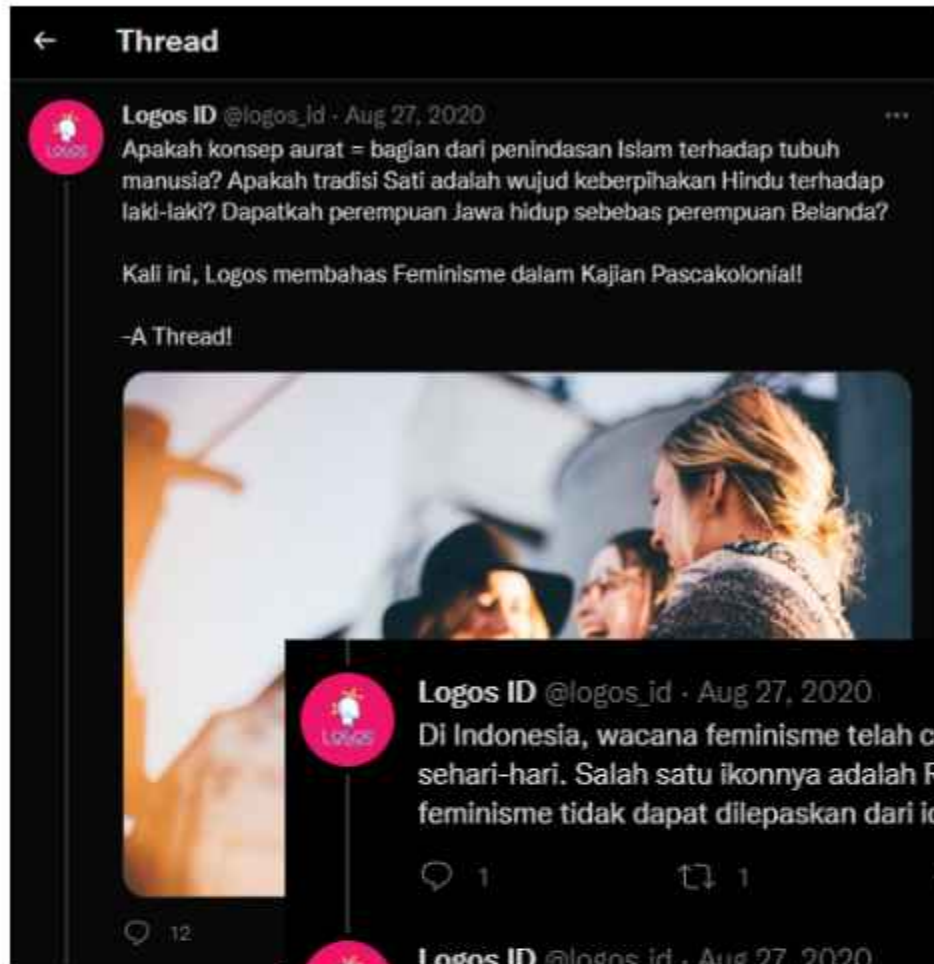


PORTFOLIO

PLANNING & MONITORING

1	PROKER	KPI	Target	Sub bobot	Bobot per Proker	Bobot Total Medfo	Score	PJ 1	PJ2	Realisasi	Presentase ketrcapaian
2	Hari besar	Hari besar Nasional selama kepengurusan 2022-2023	10	0,1	1	0,1	higher better	Gantian		8	80
4	PSDO	Teruploadnya postingan informasi dilaksanakannya raker	1	0,1	0,1	0,1	higher better	Aghfi	Fariz	1	10
5		Teruploadnya postingan informasi launching kabinet	10	0,03	0,3					10	30
6		Teruploadnya postingan informasi dilaksanakannya upgrading staff	1	0,1	0,1					1	10
7		Teruploadnya reels dilaksanakannya upgrading staff	1	0,1	0,1					1	10
8		Teruploadnya postingan informasi dilaksanakannya LPJ awal dan akhir (postingan)	2	0,1	0,2					1	10
9		Teruploadnya postingan informasi dilaksanakannya KPU mubes (before dan after postingan)	2	0,1	0,2						0





LOGOS.ID

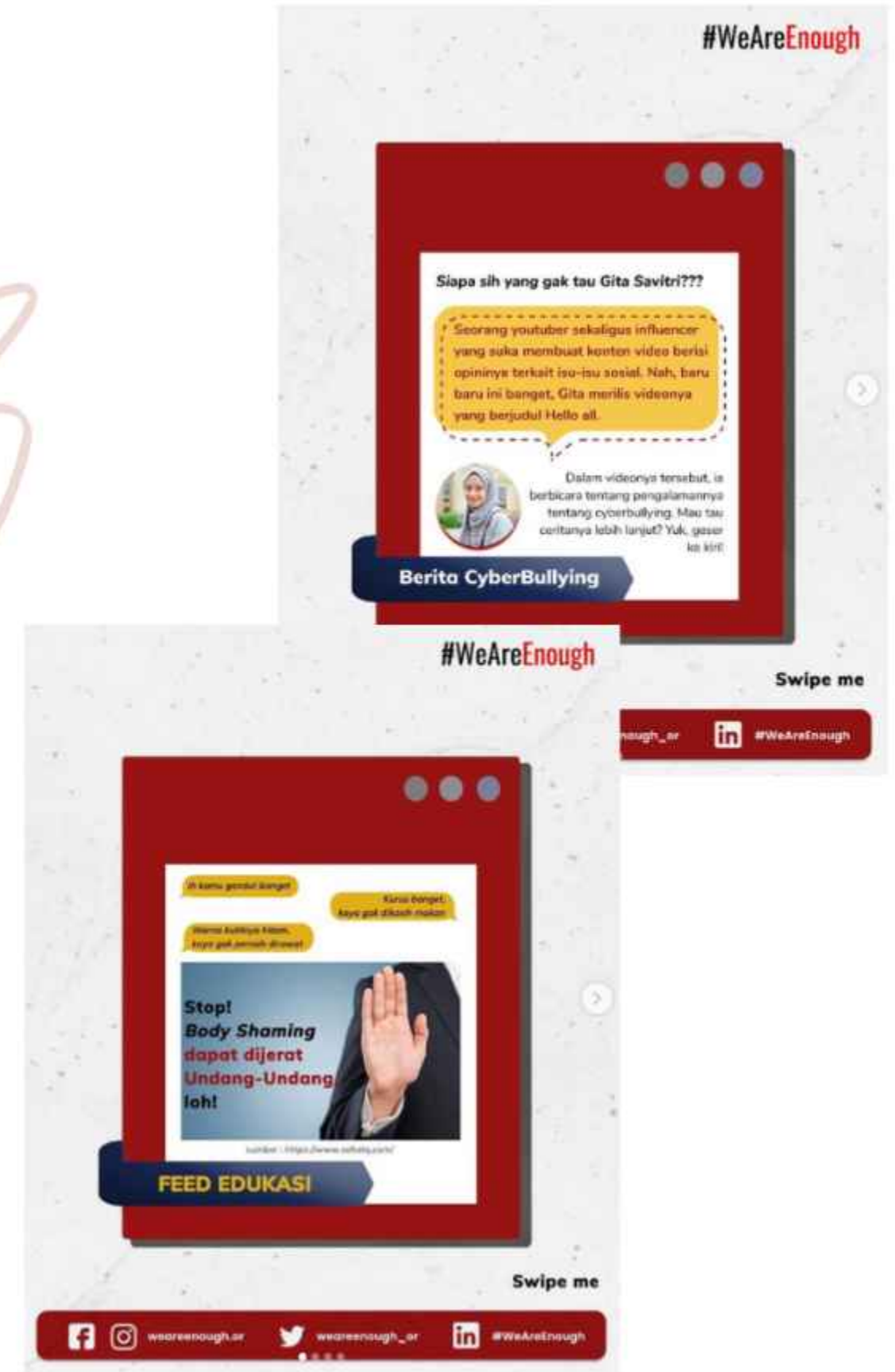


As a wordsmith, I specialize in converting lengthy articles into concise Twitter and Instagram posts that can be easily consumed. I delve deep into the captivating domains of philosophy, pop culture, and science.

#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





HIMASTA-ITS WEBSITE

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

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

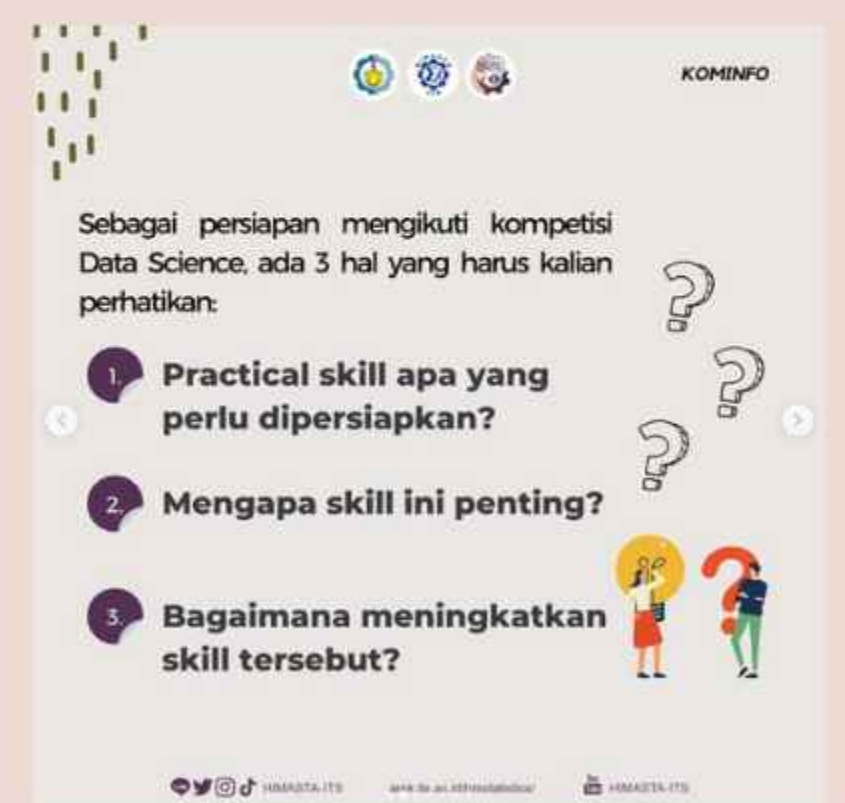
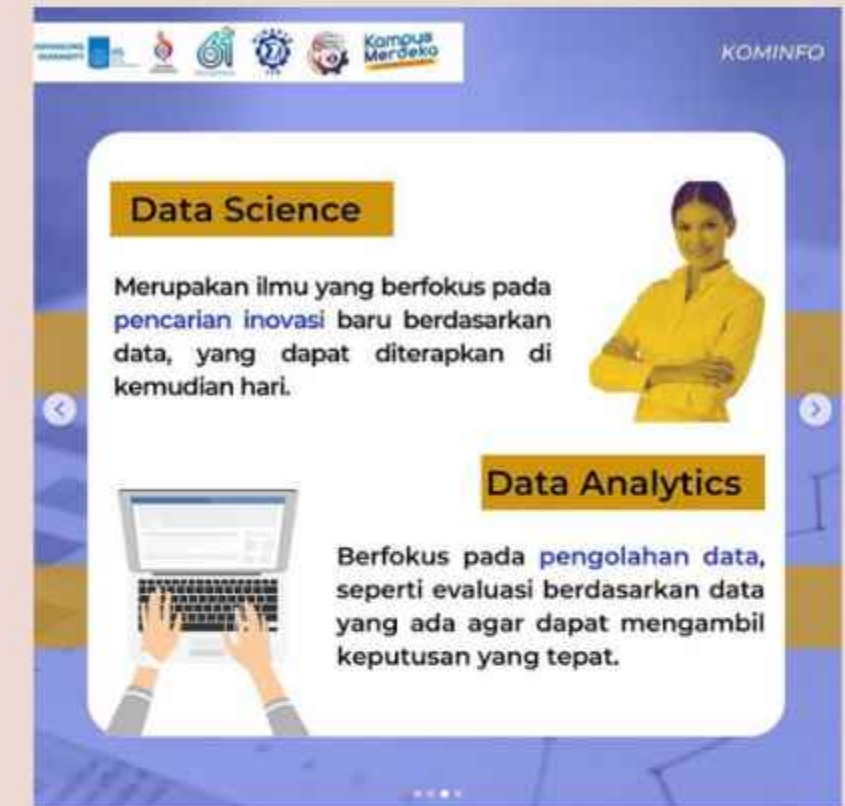
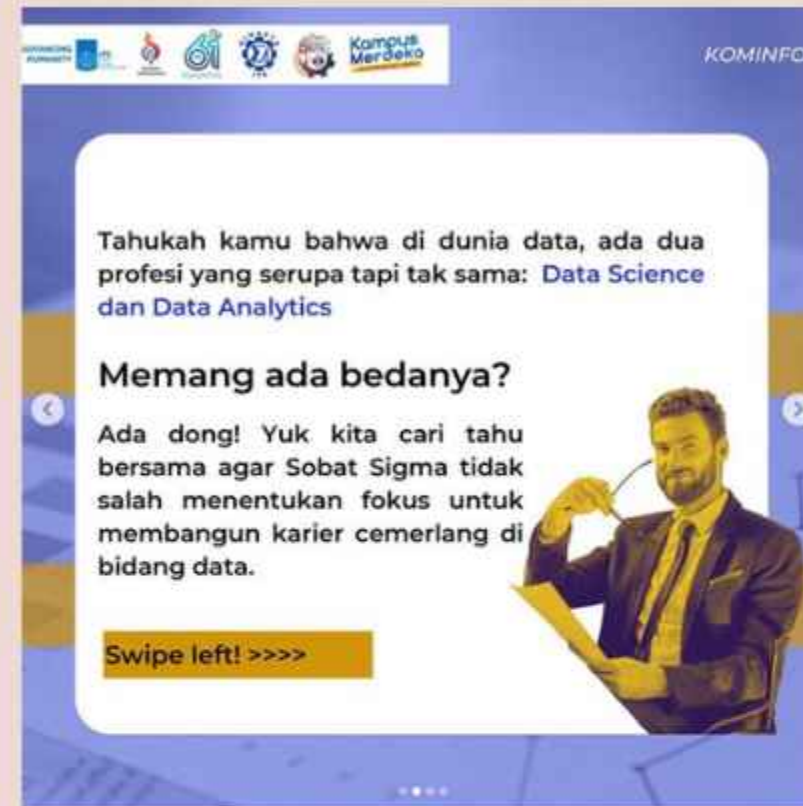
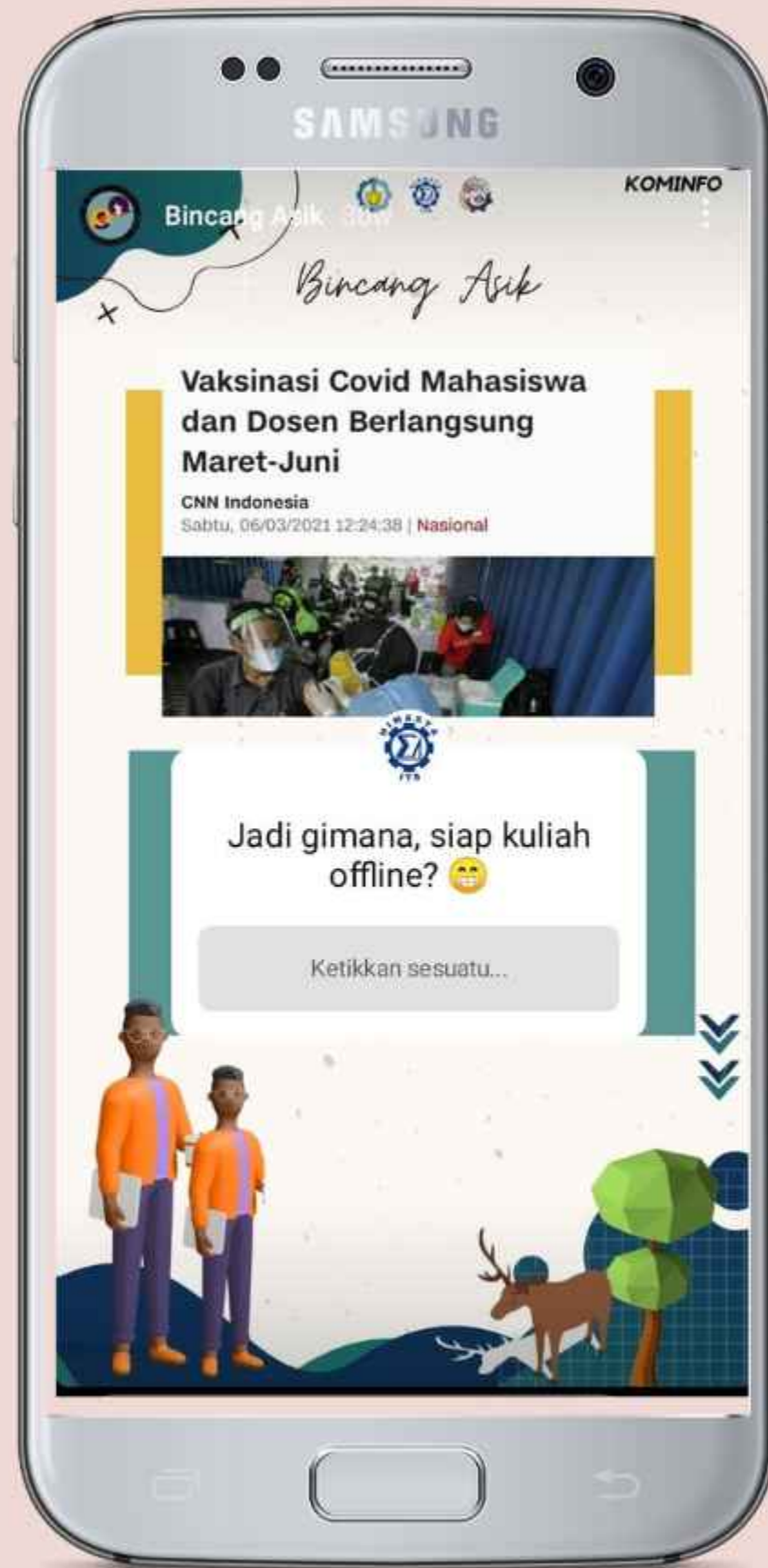


STATISTICS STUDENT ASSOC. (HIMASTA) ITS

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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



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.

ALL ABOUT DAC

Are you up for a challenge?
Here comes DAC - the biggest, most challenging competition in Southeast Asia yet

Want to know more?
DAC is a university level data analysis competition in Southeast Asia. This competition will help you to realize your dream to be a brilliant data analyst

Be the greatest data analyst!
This competition shapes you to be the greatest data analyst by:

1. Encourages you to explore more and think critically in analyzing data
2. Gives you the experience to compete against great analysts from other Southeast Asian countries

PRIS 2021

Quiz Time!

uji kolmogorov smirnov adalah pengujian yang digunakan untuk

Type something...

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 duhh 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 cicpin 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



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.

Langkah Pembuatan Ecobrick



Langkah 1

Kumpulkan sampah-sampah anorganik, lalu bersihkan agar ecobrick tidak bau dan menghasilkan ulat.

Langkah 2

Masukkan sampah ke dalam botol satu demi satu.





Langkah 3

Tekan sampah dengan batang kayu hingga benar-benar padat.

Langkah 4

Penampakan ecobrick yang padat dengan sampah plastik.



IKN BMU - ITS

Creative Guidebook
Sample

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.



IKN BMU - ITS


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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.

5



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.

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.

IKN BMU - ITS

LET'S WORK TOGETHER

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LOCATION

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