

SOCIAL MEDIA & CONTENT

2023-2024

MARISKA
REGINA

PORTOFOLIO



*SOCIAL MEDIA &
CONTENT*

2023-2024

ABOUT *ME*

I am Regina, a fresh graduate in Information Systems from UPN Veteran Jawa Timur. Despite my academic background, I have strong communication skills and a deep passion for the creative industry. I am an experienced and self-motivated individual with a proven track record in social media management and digital marketing. I thrive in collaborative environments, delivering results-driven strategies to achieve business goals. Eager to continuously learn and grow, I am particularly interested in branding, content strategy, and marketing.

EDUCATION

MARISKA REGINA

UPN VETERAN JAWA TIMUR

2019 - 2024

Bachelor of Information Systems – GPA (3.65/4.00)

SMA NEGERI TARUNA NALA

2017 - 2019

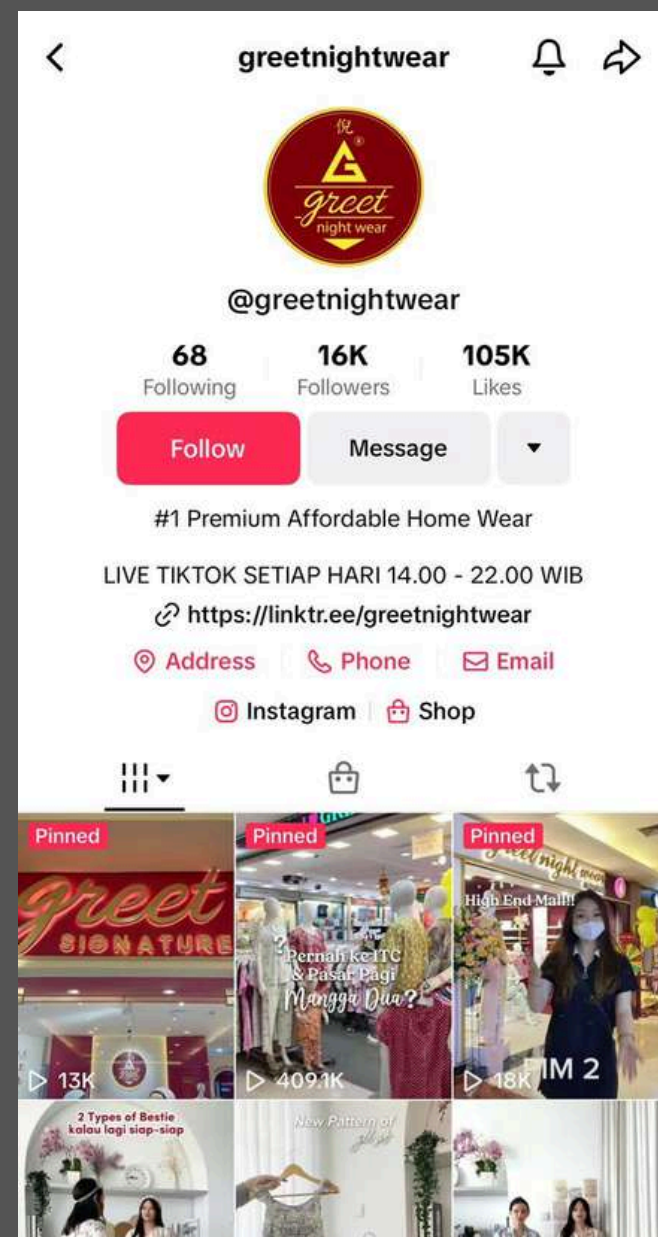
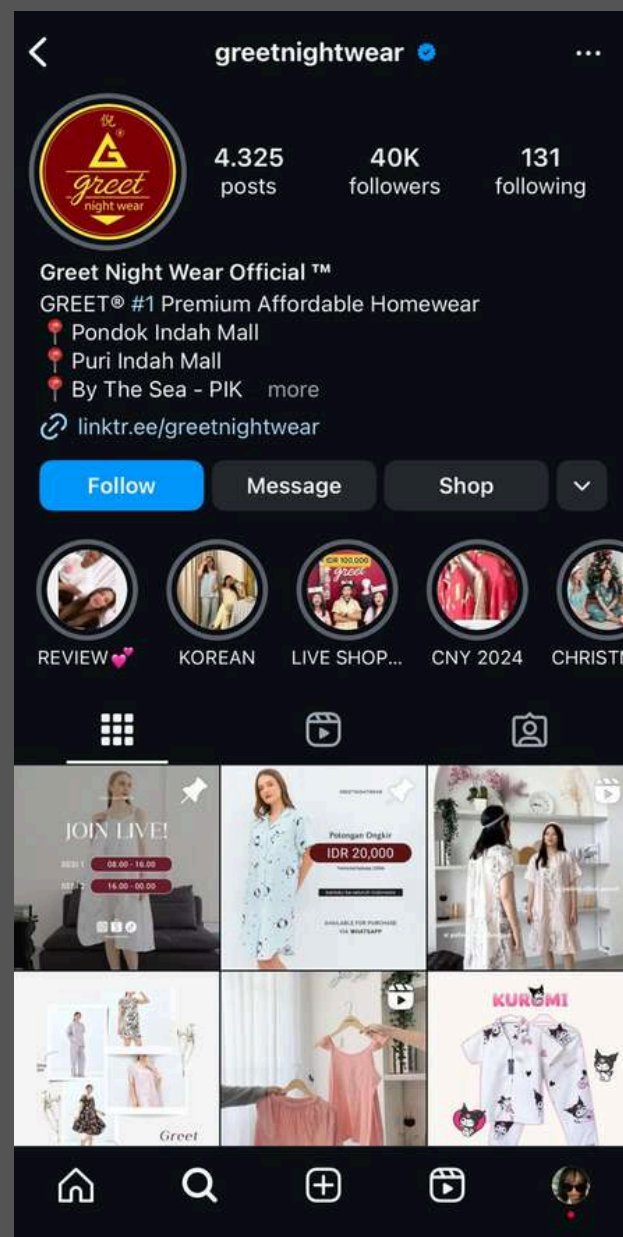


WORKING EXPERIENCE

CREOUT CREATIVE AGENCY

2023 - 2024

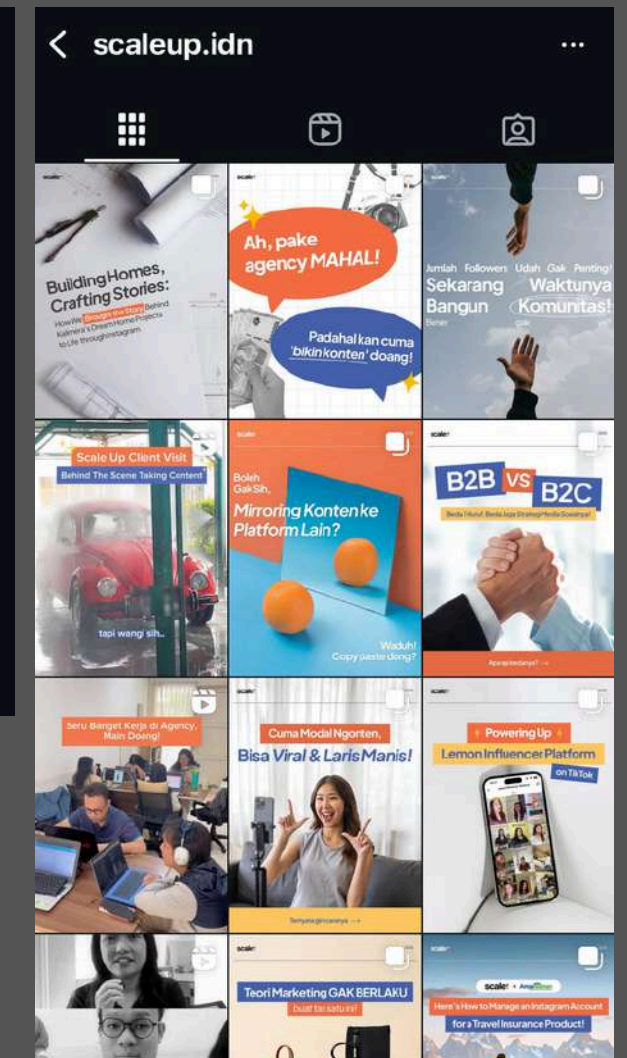
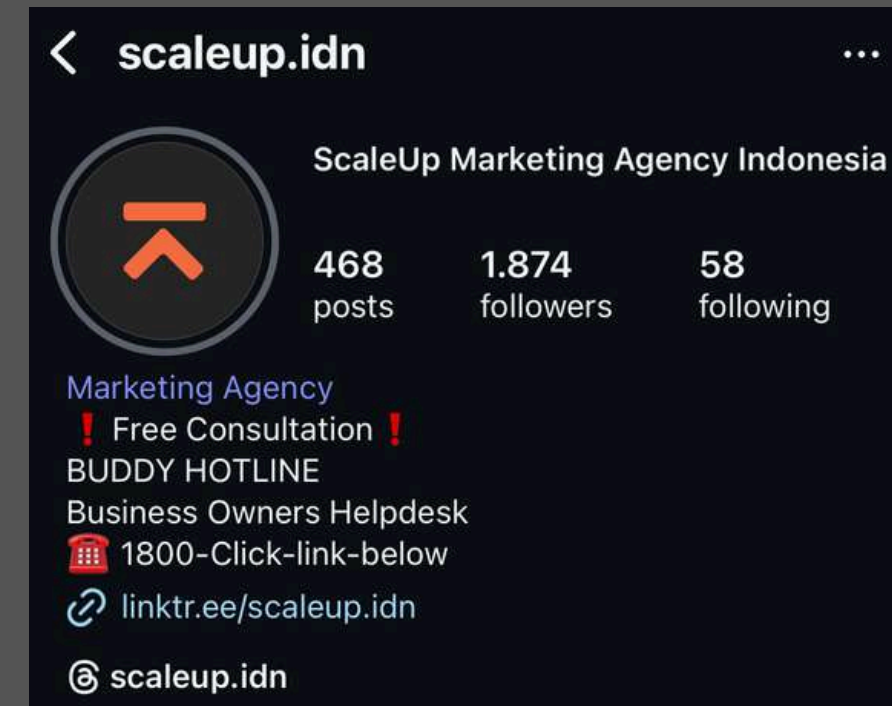
As a freelance content strategist at Creout Creative Agency, I was responsible for conducting competitor research, monitoring content trends, and planning engaging content strategies based on client needs. My role also included creating content brief and managing the editorial calendar to ensure smooth execution. Some of the brands I worked with include @greetnightwear, @dstation.official, and @grahapharma_apotek on Instagram and TikTok.



SCALE UP MARKETING AGENCY INDONESIA

2023 - 2024

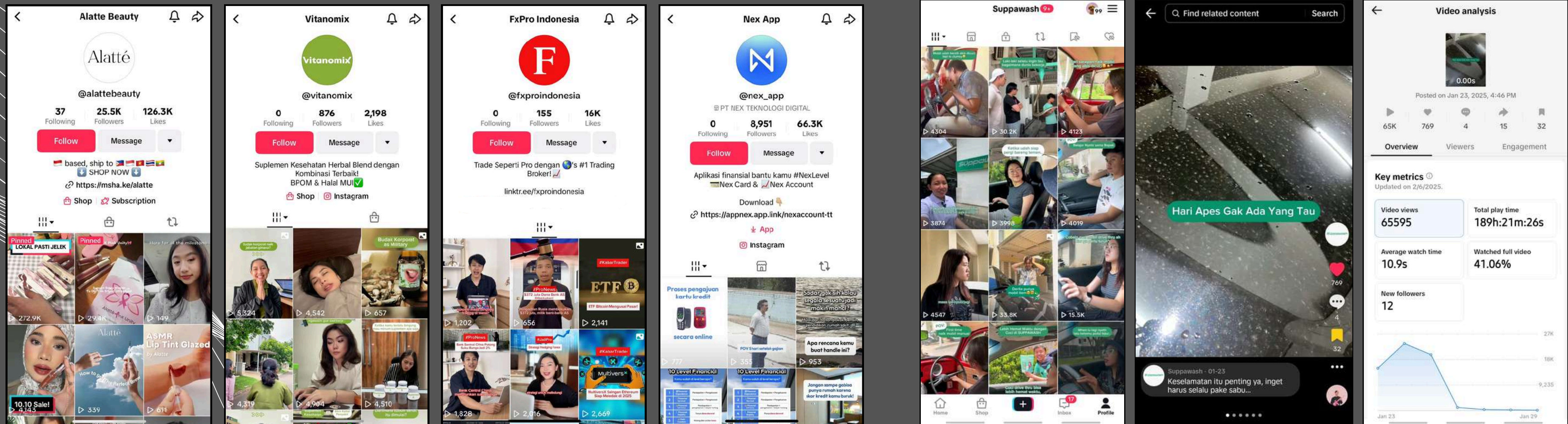
As a Social Media Intern, I was responsible for managing TikTok accounts for various clients, including ATKLove14 and the personal Instagram account of Scale Up Marketing Agency (@Scaleup.idn). My role involved creating daily content scripts, acting as on-screen talent, and editing videos to ensure engaging and high-performing content.



SCALE UP MARKETING AGENCY INDONESIA

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After my internship, I became a full-time employee at Scale Up, taking on a bigger role in managing all client TikTok accounts and Scale Up's personal Instagram account. My focus shifted from just creating content to planning, researching trends, scripting, and tracking performance to make sure each post was effective. I was also in charge of scheduling, uploading, and reporting monthly insights to optimize strategies. Some of the TikTok accounts I've managed include ATKLove14, nex_app, vitanomix, upgradejeans, lemoninfluencer.id, suppawash, fxproindonesia, cap gajah, bengkel lili, and alattebeauty.



SOME OF FYP CONTENT



SCALE UP MARKETING AGENCY INDONESIA

2023 - 2024

Besides managing accounts, I also handle campaign projects. One of the projects I worked on was the “Grand Opening for Ilir Padi Resto”, with the following scope :

- Mascot Campaign
- KOL + Media Activation



Mascot Campaign

Designed a gimmick on one of the media platforms using the "Mbok Jamu" mascot. This character showcases a relatable cultural theme, enhanced with humor and visual appeal, making the content more memorable and shareable.

The Result :

Total Impression : 291, 975
Total Reach : 180, 381
Total Interaction : 6,565
Engagement Rate : 3.64%

SCALE UP MARKETING AGENCY INDONESIA

2023 - 2024

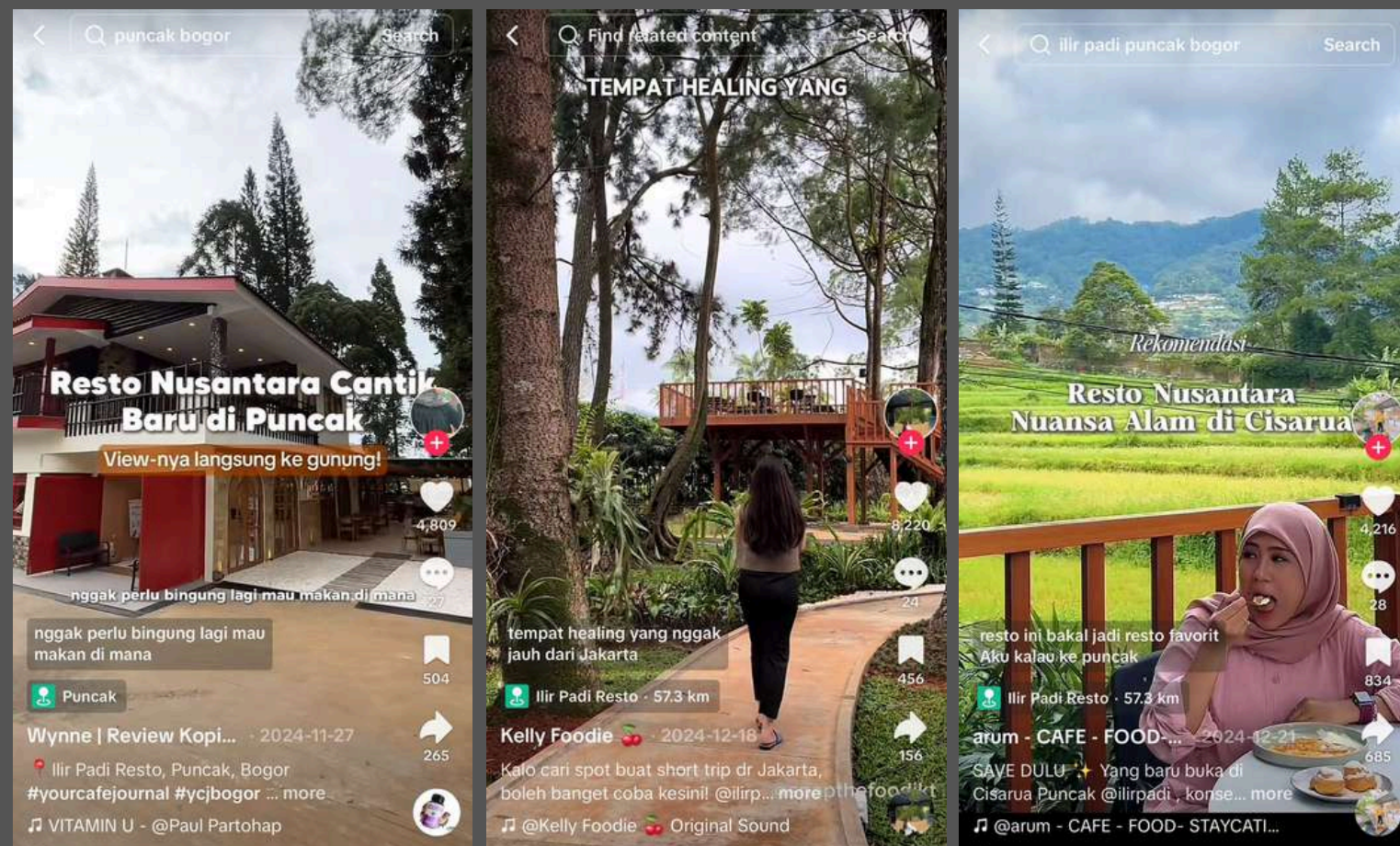


KOL + Media Activation

Collaborated with 17 KOLs and 2 media to introduce Ilir Padi, a new restaurant in Cisarua that offers authentic Indonesian cuisine with a modern and family-friendly ambiance, on Instagram and TikTok.

The Result :

Total Impression : 3,767,397
Total Reach : 3,157,430
Total Interaction : 60,508
CPI : RP14



SOCIAL MEDIA & CONTENT

MARISKA REGINA



LET'S WORK
TOGETHER!

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