



SANDRA NUR AMALIA

081807350646 | sandraanraml@gmail.com | linkedin.com/in/sandranuramalia | <https://s.id/SandraNurAmalia-Portfolio>

Depok, Indonesia.

As a Communication Science graduate student specializing in Public Relations, I excel in fostering connections through ethical communication. With a keen interest in public speaking, writing, and creativity, I aim to build meaningful relationships and engage diverse audiences effectively. I prioritize upholding good ethics while developing my skills to convey messages and connect with people authentically.

Educational Experience

Mercu Buana University - Jakarta, Indonesia

Sep 2020 - Feb 2024

Bachelor of Faculty of Communication Science, Program Study Public Relations, 3.64/4.00

Work Experiences

Shihlin Taiwan Street Snacks (Tribina Group) - Jakarta, Indonesia

Jul 2025 - Oct 2025

Digital Marketing Staff (Contract)

Leading quick-service brand specializing in authentic Taiwanese street food (F&B)

- Manage brand social media accounts (Instagram, TikTok, Facebook, Twitter).
- Create monthly content plans, schedule posts, and ensure timely publishing.
- Produce simple on-site content and collaborate with other marketing teams or relevant divisions to deliver engaging content.
- Handle influencer/KOL collaborations: research, outreach, briefing, reminders, and campaign monitoring.
- Prepare monthly reports on campaign performance and social media growth.
- Respond to customer inquiries and complaints via social media; document and track issues.
- Coordinate with internal teams (Branding & Partnership) to support urgent promotional or content needs.

Hangry Indonesia - Jakarta, Indonesia

Jan 2025 - Jul 2025

Brand Strategist Intern

F&B multi-brand virtual restaurant company that focuses on serving great food through delivery channels

- Support in developing creative campaign that's already briefed from marketing team: develop campaign's creative strategy, campaign name, manifesto, creative direction, copy, etc.
- Support in research and analyze the current and potential markets of the brands, including trends and opportunities.
- Support in creating creative campaign plan for the brands.
- Support in any creative production preparation: digital content making, photoshoot & video shoot. From preparation to execution.
- Support in create compelling and persuasive copy to engage customers.
- Support in gathering data for analyze and measure the success of creative campaigns.
- Support in collaborating with other departments to ensure creative strategies are implemented and executed successfully.

RUPA Space - Tangerang Selatan

Apr 2024 - Nov 2024

Copywriter | Staff (Remote)

- Creating engaging and persuasive content, with a focus on creative writing, for social media accounts (Instagram), including @rupa.space, @rupa.catering, and @bakmietugu.bsd.
- Collaborating with design and marketing teams on content planning and providing writing suggestions for promotional and publication needs.
- Researching to ensure the content is accurate, relevant, and resonates with our audience.

Ministry of Education, Culture, Research, and Technology - Jakarta, Indonesia

Dec 2023 - Feb 2024

Public Relations Intern

Public Relations, PPID (Information Documentation and Management Officer/Pejabat Pengelola Informasi dan Dokumentasi)

- Perform detailed notetaking during meetings or events relevant to PPID activities, accurately documenting information, decisions, and discussions.
- Engage in award events and initiatives associated with Public Information Disclosure, contributing to the recognition and promotion of transparency efforts.
- Assist in fulfilling and documenting information requests from individuals, groups, or institutions, ensuring timely and comprehensive responses.

South Tangerang Mayor's Office - Tangerang, Indonesia

Sep 2023 - Nov 2023

Communication Officer Intern

Communication and Informatics Office

- Input inventory data for the Communication and Informatics Office of South Tangerang City, ensuring accuracy and completeness.
- Cover and document events organized by different units or offices at the South Tangerang Mayor's Office to provide comprehensive event coverage.
- Record Voice Over (VO) for various content pieces to be published by the Public Relations of the Communication and Informatics Office (DISKOMINFO), ensuring clear and engaging audio content.
- Successfully manage and document inventory data, event coverage, and VO recordings, contributing to effective communication strategies for DISKOMINFO.

APWIKI Indonesia - Jakarta, Indonesia

Jan 2023 - Apr 2023

Secretarial and Publication Intern

Asosiasi Profesi Wirausaha Informasi dan Komunikasi Indonesia (SK No. AHU-0001295.AH.01.07.TAHUN 2023)

- Provide support in managing correspondence and associated files to meet APWIKI Indonesia's organizational requirements.
- Collaborate closely with team members to streamline secretarial tasks and enhance operational efficiency.
- Assist in the publication process by aiding in content management, ensuring timely and accurate dissemination of information.
- Maintain a high level of accuracy, achieving a 95% success rate in organizing and managing documents for APWIKI Indonesia's operations.

Organizational and Volunteering Experiences

Radio Mercu Buana

Sep 2022 - Jul 2023

Head of Broadcasting Division Periode 2022/2023

- Coordinate and manage all broadcast activities at Radio Mercu Buana.
- Coordinate the duties and responsibilities of staff between programs.
- Monitor and review each program to ensure that it complies with broadcasting guidelines, as well as the quality of each program (including announcers and producers).

Radio Mercu Buana Festival (RMB FEST 2023)

Dec 2022 - Jun 2023

Event Division Staff

- Develop event concepts and meticulously plan event-related activities, including detailed rundowns encompassing timing, events, performers, equipment, and venues.
- Organize and coordinate all aspects of event-related activities to ensure seamless execution and a memorable experience for attendees.
- Collaborate with stakeholders to align event concepts with organizational goals and objectives, ensuring alignment with overall strategy.
- Achieve a 90% satisfaction rate among event participants by delivering well-organized and engaging activities tailored to their preferences and expectations.

Kuliah Peduli Negeri

May 2023

Event Conceptor and Speaker

Student Group Organizes Educational and Socialization Activities with the Title 'How to Confidently Present and Build a Good Personal Branding'

- Organize educational activities for students of SMAN 12 Tangerang aimed at fostering self-confidence and promoting effective personal branding.
- Facilitate workshops and seminars to empower students to showcase their strengths and talents confidently.
- Collaborate with educators and professionals to provide valuable insights and guidance on personal branding strategies.
- Measure success by tracking students' progress in self-confidence and personal branding, aiming for a 20% increase in positive contributions within the academic year.

Event Organizer (EO) Maple Production

Sep 2022 - Dec 2022

Event Division Coordinator

- Coordinate and oversee the schedule of events for efficient event management, ensuring timely execution and smooth operations.
- Delegate tasks, activities, and work schedules to members of the Events Division, optimizing team productivity and performance.
- Monitor the progress of tasks and activities assigned to each team member, providing support and guidance as needed to ensure successful event execution.
- Achieve a 95% adherence to schedules and task completion within the Events Division through effective coordination and monitoring efforts.

PR CERIA 2022

May 2022

Mentor (Volunteer)

Basic Leadership Training (LDK) activities specifically for Public Relations students.

- Contribute to the success of events organized by HIMA Public Relations Universitas Mercu Buana by actively participating in the committee.
- Provide mentorship and guidance to a group of students involved in fulfilling tasks for LDK (Leadership, Training, and Character Building)

activities.

- Collaborate with team members to ensure smooth coordination and execution of event-related tasks, maximizing the impact and effectiveness of the event.
- Achieve a 90% satisfaction rate among students mentored in LDK activities by fostering a supportive and empowering learning environment.

Radio Mercu Buana Festival (RMB FEST 2021)

Apr 2021 - Jun 2021

Liasion Officer (LO) Staff

- Performed public relations duties as a liaison between participants and the committee to communicate and coordinate with each other, and build good relationships.

Awarding, Skill, & Language

- **Achievements** 🏆 (2021): 2nd runner up of PODCASTRA (Podcast ERAFM-UNJ) Competition and Sharing Session. By participating in a podcast competition organized by ERAFM - Campus Radio, State University of Jakarta and won the Harapan Champion from a total of 165 podcast participants.
- **Achievements** 🏆 (2023): 2nd place in the Journalistic News Writing Competition (Online News) with the title "Misi Tak Gentar, Memberantas Tuntas Kejahatan Digital: Membungkam Pelaku Online Harassment". The PR SHOWCATION 2023 competition was organized by HIMA Public Relations Universitas Mercu Buana.
- **Achievements**: Experience as Master of Ceremony (MC), Broadcaster and Producer of Radio Mercu Buana, Speaker at Announcing Training and Producer Training.
- **Language**: Indonesia - Native, English - Proficient
- **Soft Skills**: Communication skills, Public Relations, Interview, Coordination skills, Organizational skills, Event Management, Research, Partnership, Analysis and Understanding, Creativity, Public speaking, Teamwork, Attention to detail, Initiative, Adaptable, Problem Solving, Time Management.
- **Hard Skills**: Microsoft Office (Word, Power Point, Excel), Editing (Canva, Capcut, Filmora), Writing, Copywriting, Social Media Savvy.