NIRWASITA PUTRI KIRANA

Brand Marketing | Corporate Communications | Event Management
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PROFESSIONAL SUMMARY

Communication Science graduate (Cum Laude, GPA 3.63 / 4.00) with in-house experience in brand marketing, corporate communications, and event management across entertainment, F&B, and FMCG. Executed 40+ events and activations at MDTV and MD Entertainment, produced social content reaching 3M+ impressions per platform, and published 5+ press releases across international, national, and local outlets. Led a 140+ member program (Rp23M budget) and AIESEC in Surabaya's PR team (top-3 nationally), earning two AIESEC awards. Backed by market and competitor research, including surveys of 250+ respondents across two client projects, and an undergraduate thesis on corporate rebranding strategy. Open to brand, communications, and event marketing roles.

EDUCATION

Universitas Airlangga *[transcript]* — Surabaya, Indonesia
Bachelor of Communication Science (Cum Laude) | GPA: 3.63 / 4.00 — 2022 - 2026

- **Coursework:** Online Marketing Communication, Branding, Advertising Media Planning & Creative Industry, Strategic Public Relations, PR & Business Writing, Digital Public Relations, Quantitative Research, Communication Policy and Regulations.
- **Thesis:** MDTV's Corporate Rebranding Strategy for Building Brand Identity during the 2024-2025 Transition Period. *[read]*

WORK EXPERIENCE

PT. MD Entertainment Tbk. *[view]* — Jakarta, Indonesia
Digital Marketing Intern — Jul 2025 - Sep 2025

- Executed 20+ marketing and promotional events across 7 movie projects (gala premieres, press conferences, content days, brand activations), coordinating invitations, attendee registration, venue and on-site operations, and event logistics with internal teams, outsourcing partners, and external stakeholders.
- Analyzed target audience profiles and movie positioning to understand business needs, translating data-driven consumer insights into 40+ content assets across 6 Instagram and 6 TikTok accounts, generating 3M+ impressions per platform within 2 months, supporting successful releases such as “La Tahzan: Cinta, Dosa, Luka” (871K+ cinema admissions).

PT. MDTV Media Televisi Tbk. (MD Entertainment Company) *[view]* — Jakarta, Indonesia
Public Relations Intern — Feb 2025 - Jul 2025

- Coordinated 20+ corporate and CSR events, brand activations, and press conferences, including the rebranding launch and series promotion, reaching 1,700+ participants, and handled venue coordination, attendee registration, participant and stakeholder databases, and post-event reports. Ran brand activations at 6 universities as MC, event manager, and documenter.
- Produced 5+ press releases, editorial articles, and media kit messages supporting press conferences published across international, national, and local outlets, and maintained a tracker of 30+ media contacts while monitoring daily coverage.

Es Puter Soerabaja *[view]* — Surabaya, Indonesia
Content Marketing & Social Media Specialist (Part-time) — Jun 2024 - Oct 2024

- Built campaign and content strategy from market research and consumer insights, producing 19 marketing assets across Instagram and TikTok that reached 33.8K accounts and drove +54.4% follower growth in 3 months.

LEADERSHIP EXPERIENCE

AIESEC in Surabaya *[view]* — Surabaya, Indonesia
Public Relations Team Leader — Feb 2024 - Feb 2025

- Led a 2-person team to build and manage 15 media partnerships and 5+ collaborative initiatives, including co-hosted seminars and workshops, tracked against targets through the External Stakeholder Standard Minimum (ESSM) system with 100% implementation, achieving 91% partner satisfaction across 3-6 month cycles.
- Secured 30+ media features across national, local, and campus channels, sustaining top-3 national performance among 26 local committees for 2 consecutive quarters, while producing post-event reports and evaluations, blasting a quarterly newsletter via Mailchimp, and sharing monthly recap content with stakeholders.

Himpunan Mahasiswa Ilmu Komunikasi Universitas Airlangga *[view]* — Surabaya, Indonesia
Vice Project Manager of Baur Sedalu Komunikasi 2023 — Mar 2023 - Oct 2023

- Led 140+ members across 9 divisions delivering a 6-month orientation for 150+ new students, managed end-to-end project coordination, cross-functional stakeholders, and accountability for a Rp23M budget, while driving decisions and introducing the program's first task management system and workflow concept.

Student Event Organizer - Media Team — Oct 2022 - Jan 2025

- Planned and executed 10+ internal and external events for the communication major as program coordinator, production lead, designer, and MC.

SELECTED PROJECTS

“That Girl Root-ine” Dove Hair Tonic Campaign, Unilever Market Maker Competition *[view]* — Surabaya, Indonesia
Marketing Strategist — May 2026 - Jun 2026

- Defined product barriers and sized the market (TAM-SAM-SOM) with a target persona, then built a 5-stage education-to-conversion strategy with KOL and multi-city activations, presented as a proposal and pitch.
- Built a business and financial feasibility model for the campaign, grounded in Indonesian market benchmarks, with projected 130.3% ROI, 4.61x ROAS, and IDR 11.9B gross profit.

Abumain Bakehouse & Aivy's Kitchen *[view]* Surabaya, Indonesia
Brand & Marketing Strategy Consultant Jun 2024 - Dec 2025

- Researched brand positioning and target customer questions through mixed-method research (250+ survey respondents across both clients, interviews, on-site observations), SPSS cross-tabulation, and a benchmark of 30+ competitor brands, compiling findings into reports to support business decisions.
- Developed an integrated campaign built around one central theme (unified short-video series, carousel content, UGC activation, and offline activation), presented in a client proposal and pitch that earned the highest evaluation among all agency pitches.

Strategic Public Relations Crisis Communication Project *[view]* Universitas Airlangga
Public Relations Strategist & Spokesperson Mar 2024 - Jun 2024

- Conducted quantitative content analysis with sentiment coding across 160+ news articles, benchmarking against a competitor to identify strategic gaps, then performed SWOT-based situation and stakeholder analysis to inform crisis response strategy.
- Designed a crisis communication strategy to safeguard organizational reputation and sustain stakeholder trust, drafting a press release and serving as spokesperson for a full simulated press conference covering scripts, logistics, and media Q&A.

SELECTED EVENTS

Schoters by Ruangguru x AIESEC in Surabaya Study & Work Abroad Festival Surabaya 2024 *[view]* Surabaya, Indonesia
KOL Specialist Jun 2024 - Jul 2024

- Managed end-to-end communication with a KOL speaker for a study-abroad festival (3,000+ registrants), from preparing briefing materials and guidelines to aligning session topics, deliverables, and schedules for consistent messaging delivery.

TEDx Universitas Airlangga *[view]* Surabaya, Indonesia
Branding & Social Media Specialist Aug 2023 - Dec 2023

- Developed 15+ content ideas and campaign concepts for event marketing, produced 30+ creative briefs for social media content, and covered the live seminar with brand consistency across channels, generating 27K+ impressions and 100+ attendees.

COURSES & CERTIFICATIONS

- Praktisi Komunikasi Korporat | Lembaga Sertifikasi dan Profesi Universitas Airlangga | 2026 *[view]*
- Kreator Produk Media Kreatif | Lembaga Sertifikasi dan Profesi Universitas Airlangga | 2026 *[view]*
- Administrasi Badan Regulasi Komunikasi dan Digital | Lembaga Sertifikasi dan Profesi Universitas Airlangga | 2026 *[view]*
- Aktivis Pemberdayaan Masyarakat (Sociopreneur) | Lembaga Sertifikasi dan Profesi Universitas Airlangga | 2026 *[view]*

SKILLS & COMPETENCIES

- **Core Skills:** Brand Strategy · Corporate Communications · Event Planning & Execution (Logistics, Venue & Attendee Registration) · Digital Marketing · Public Relations · Event Hosting (MC) · Content & Social Media · End-to-End Campaign Planning & Strategy · Market, Audience & Competitor Research · Budget Monitoring & Post-Event Reporting · Data Analysis & Reporting · Project Coordination · Stakeholder Management & External Partner Coordination · Proposal & Pitch Preparation · Team Leadership.
- **Software:** Microsoft Office Suite (Word, Excel, PowerPoint) · IBM SPSS · Canva · Figma · Adobe Photoshop · CapCut · Notion · Mailchimp
- **AI Tools:** Claude (Projects, Artifacts, Connectors, Skills) · Gemini · NotebookLM · Canva AI · ElevenLabs · AI-Assisted Prototyping & Workflow Automation
- **Languages:** Indonesian (Native) · English (Professional Working, ELPT Universitas Airlangga: 570/677) · Korean (Intermediate)

HONORS & AWARDS

- Best Manager Q2, AIESEC in Surabaya 24/25
- National Partnership Development Award, AIESEC in Indonesia 2025