

# DESTYA AMELIA RACHMAWATI SOPANDI

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Hello, I am Destya Amelia RS, an active student at Trisakti University in the Management study program in 2021. I am someone who likes to try new things and is enthusiastic about doing things. Has several interests including in the world of finance and social media specialist plus design such as being a content creator. Among them can be seen from some experience as evidenced by a certificate. In addition, able to communicate well, able to work in a team, have the required disciplines, as well as proficiency in certain matters so that they can follow the flow of work properly and quickly.

## Education

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### Universitas Trisakti - Jakarta, Indonesia

Aug 2021 - Jun 2025 (Expected)

*Undergraduate in Management, 3.59/4.00*

- UKM Koperasi Mahasiswa Trisakti

### Madrasah Aliyah Jamiat Kheir - Jakarta, Indonesia

Jun 2018 - May 2021

*High School Diploma in Social Science, 83.00/100.00*

- OSIS - Bendahara II

## Experiences

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### Digimarly - Indonesia

Feb 2023 - Present

*Content Creator*

Digimarly one of the digital agencies, is here to focus on helping UMKM in Indonesia to be empowered in the digital marketing era.

- Determine who the content is for and what their interests, preferences and needs are
- Analyze the research results to identify patterns, trends and insights that can inform content creation
- Determine what you want to achieve with the content, such as educating, entertaining, or persuading the target audience
- Use the insights from your research to create content that is relevant, engaging, and meets the needs of the target audience
- Evaluate the effectiveness of the content based on metrics such as engagement, conversion rates, or return on investment
- Identify what you hope to achieve with the content promotion, such as increasing brand awareness, driving traffic to a website, or generating leads
- Select the channels that are most likely to reach your target audience, such as social media, email, or paid advertising

### ParagonCorp - Indonesia

Feb 2023 - Present

*ParaNovo at Novo Club Batch 2*

Novo Club is a student community initiated by PT Paragon Technology and Innovation (Paragon) as a forum for the younger generation to learn and develop themselves through innovative collaborations.

### Fenomena Anak Muda - Indonesia

Dec 2022 - Jan 2023

*Internship Staff of Content Creator*

Non-profit organization engaged in the psychosocial field that discusses the phenomenon of today's youth. Strive to educate and invite young people to be part of agents of change through work and creativity.

- Got 200+ new followers with an average of 1000-4000 views per video
- Make creative videos according to current youth development trends or themes
- Research current trends and news about markets, business, and startups
- Build company branding
- Responsible for the ideation and creativity in the making of content

### Ruang Ekspresi Amor Fati - Tangerang, Indonesia

Aug 2022 - Dec 2022

*Head Office of Content Creator*

A space for expression for friends who want to tell stories & share stories together. Facilitate and help friends to be more aware of themselves. Amor fati itself is loving destiny, the language of a philosopher named Friedrich Nietzsche.

- Success in being elected chairman of the favorite
- Got 400+ new followers with an average of 500-1000 views per video
- Helping in the video editing process for social service events, namely Friday blessings and getting a donation of IDR 2,550,000
- Become a backup in completing assignments according to deadlines when members are busy
- Prepare write a script for each video and video caption before posting on social media according to directions and on time
- Responsible for designing, planning, and creating content in social media formats

### Himpunan Mahasiswa Manajemen Trisakti - Jakarta Timur, Indonesia

Oct 2022

*Sukarelawan Kreativitas Sekolah Singgah*

The activity carried out by BPHMJ Management in the field of Development, Empowerment and Community Service is one of the activities to educate the children of Saung Baca Fork through interesting and educative activities. This activity will also train to be able to teach and be creative with children.

- Provide education about waste recycling
- Recycling Waste into Economic Goods
- Learn together about flora and fauna in Ragunan

## Organisational Experience

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### UKM Koperasi Mahasiswa Trisakti

Oct 2022 - Present

*Member of Divisi Usaha*

- Managing business units
- Collaborating with stakeholders such as ormawa the rectorate
- Investors from outside the campus

### Unilever

Dec 2022 - Feb 2023

*Campaign Cleanser POND'S*

- Made video content "Get Unready with Me, Night Routine" focused on reviewing Pond's Micellar Water Brightening Rose
- Mention personal review plus content & benefits
- Shows the remaining skin care steps but makes UNBRANDED, then shows another before/after night routine
- Clearly rate the product, and mention to show the clear package "Best Micellar Air 2021"

### Yayasan Helping Hands

Aug 2022 - Nov 2022

*Operator*

The Helping Hands Foundation is a non-profit organization that fights for equal rights for people with disabilities. With the mission "empowering young people with disabilities to grow self-confidence, independence and resilience" through adventure and sports education programs.

- Checking the completeness of materials from each source
- Displays the presenter's material deftly
- Dozens of event processes related to the zoom feature are going well
- Coordinate meetings before the event

### Hutan Itu Indonesia

Aug 2022 - Sep 2022

*Campaign Hari Hutan Sedunia*

- Publicizing the #HariHutanIndonesia campaign in the form of posters and twibbon via personal Instagram
- Take pictures with green plants as a form of love and compassion among living things
- Create an online reporting stage as an evaluation

### SukaSuka Puan

Aug 2022

*Campaign International Youth Day*

Information space for young ladies about daily activities, development and self-actualization.

- These can range from festivals, conferences, and workshops to online campaigns and social media challenges
- The goal is to create a platform for young people to voice their opinions and to inspire change in their communities

## Skills

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- **Administrasi Bisnis:**
- **Microsoft Excel:**
- **Teknologi Komputer:**
- **Data Entry:**
- **Komunikasi:**
- **Koordinasi Kantor:**
- **Public Speaking:**
- **Problem Solving:**
- **Leadership:**