

Rifal Azhar Permana

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Experienced Social Media Specialist with a proven ability to develop and execute content strategies that increase engagement and grow brand presence across Instagram, Facebook, and TikTok. Skilled in crafting engaging posts, monitoring trends, and analyzing data to optimize social media performance. Additionally, well-versed in Public Relations (PR) strategies, managing media relations, and creating campaigns that enhance brand reputation and visibility. Adept at using a combination of social media and PR to build meaningful relationships with audiences, media, and influencers, ensuring consistent brand messaging and effective communication.

EDUCATION

Bachelor's Degree in Computer Engineering, Telkom University September 2020 - Present

- Current GPA: 3.00/4.00

Senior High School, Natural Science, Man 1 Pandeglang August 2019 - May 2022

- Graduated with Honors ,
- Accomplishments :
 - Actively participated in student organizations and extracurricular activities.
 - Served as a class leader, organizing events and activities to foster class unity.
 - Excelled in science subjects with a focus on biology and chemistry.

WORKING EXPERIENCES

Head Social Media Specialist, Sharing.thing (Internship) December 2024 - Present

- Led content strategy on Instagram, resulting in a 40% increase in audience engagement within 4 months.
- Developed and executed targeted campaigns that boosted brand visibility, increasing follower count by 25%.
- Analyzed Instagram insights to optimize content, improving post reach by 30% and driving more interactions with key demographics.

Social Media Specialist, IRCAS (Internship) September 2024 – February 2025

- Developed and implemented digital content strategies, driving a 40% increase in audience engagement.
- Managed and optimized social media campaigns across multiple platforms (Instagram, Facebook, Twitter,
- Analyzed performance metrics to maximize ROI and improve campaign effectiveness.
- Collaborated with creative teams to ensure consistency in visual and messaging across all channels.
- Expertise in SEO, SEM, and digital trend analysis to enhance visibility and organic traffic growth.

Public Relations Specialist, IIPS (Internship) December 2024 – January 2025

- Designed and implemented communication strategies that increased brand recognition on social media by 30%.
- Led PR campaigns, resulting in 15 positive media mentions within one month.

- Managed media responses during a crisis, reducing negative media coverage by 40% through quick and effective communication strategies.

ORGANIZATIONAL EXPERIENCES

Media and Strategic Communications, Pena Muslim Zillenial December 2024 - Present

- Increased social media engagement by 25% within 6 months by developing audience-focused content strategies and consistent posting.
- Designed and executed 5+ communication campaigns for social issues, reaching over 3,000 targeted individuals and raising awareness.
- Produced high-quality visual materials for over 10 events, including live event coverage and reports, boosting community participation.

Educational Speaker, Canavera.Youth September 2024 - Present

- Delivered 10+ customized educational sessions, reaching over 500 students and ensuring clear, relevant content aligned with learning goals.
- Facilitated interactive discussions that promoted critical thinking and active participation, with a 95% satisfaction rate from attendees.
- Collaborated with schools and organizations to align content with broader educational outcomes, enhancing student engagement and real-world application.

Leader of Cadre Development, Muhammadiyah Student Association (IMM) September 2024 - Present

- Led the development and implementation of 5+ training programs, focusing on building outstanding cadres with integrity and academic excellence.
- Coordinated 2 major training activities, impacting 100+ members, and ensuring that 90% of participants reported growth in leadership and academic standards.
- Worked with internal and external stakeholders to ensure successful training program execution, enhancing the quality of IMM cadres.

Public Relations Specialist, Bantenese September 2023 – October 2024

- Developed and executed PR strategies that increased brand recognition within the community by 20% through targeted media outreach.
- Managed relationships with local media and influencers, securing 10+ positive media mentions.
- Secured 5+ sponsorships for cultural events, increasing funding and resources by 30%.
- Organized 3 community events, fostering engagement and promoting Banten culture, resulting in a 15% growth in participation.

Class President, Class Leader, Man 1 Pandeglang June 2019 – May 2022

- Led the class for 3 years, organizing 10+ events and acting as the liaison between students and teachers.
- Coordinated class events such as birthdays, meetings, and social activities, ensuring smooth operations and 90% participation from classmates.
- Fostered a positive and inclusive learning environment, addressing internal issues and supporting academic and social goals, leading to a stronger class unity.

Head of Adiwiyata, Man 1 Pandeglang

February 2021 – April 2022

- Led the Adiwiyata program, ensuring the implementation of environmentally friendly policies across all school operations.
- Organized and managed 3+ environmental activities, including tree planting, waste management, and awareness campaigns, which led to increased participation from students and staff.
- Coordinated with school authorities and local communities to support the program, contributing to Adiwiyata award achievements.

Member, Pandeglang City OSIS Forum

April 2021 – February 2022

- Assisted in organizing leadership training for OSIS members and students, impacting 50+ participants.
- Planned and implemented 3 social programs, raising awareness on environmental and social issues, with high engagement from the community.
- Organized school events such as competitions and national holiday celebrations, fostering solidarity and unity among students.

HONORS & AWARDS

- **Guest Speaker, Expo Campus MAN 1 Pandeglang, MAN 1 Pandeglang** February 2023
Delivered a session on "Utilizing the Internet and Technology Wisely in the Digital Era," engaging students and guests on digital literacy, data security, and the ethical use of technology. The session was well-received by over 200 participants.
- **Best Student Award, MAN 1 Pandeglang** May 2022
Recognized for exceptional academic performance and community involvement. This award was granted based on my consistent high grades and leadership in school activities.
- **3rd Place, INDONESIA ROBO FEST 2019** October 2019
Achieved **3rd place** in the "Go Green with Robotics" competition at MaNaruha University, overcoming technical challenges and competing with teams from across the region.

SKILLS

Language:

- Indonesian (Fluent)
- English (Intermediate)
- Arabic (Fluent) (TOAFL - Arabic Language Proficiency Test, Score: 507)

Software:

- Hootsuite (Advanced), Certification: Social Media Marketing, HubSpot Academy (*March 2022*)
- Buffer (Intermediate), Certification: Social Media Management, Coursera (*December 2021*)
- Canva (Advanced)
- Adobe Photoshop (Advanced)
- Google Analytics (Intermediate)
- Meta Insights (Intermediate)
- Sprout Social (Intermediate)
- WordPress (Intermediate)

- Mailchimp (Basic)

Course/Certification:

- Machine Learning: Algoritma K-Means dengan Python, DQLab March 2025
Certificate ID: #DQLABMLAK1QOPVFF
- Multiclass Classification, DQLab March 2025
Certificate ID: #DQLABMCTARAWQ
- Study Case Bootcamp Data Analyst with SQL & Python, DQLab March 2025
Certificate ID: #DQLABM85SPEDDMQN
- Analysis Data COVID-19 di Indonesia, DQLab March 2025
Certificate ID: #DQLABAP3LWKAIUHU
- Eksplorasi Data Ritel menggunakan R, DQLab March 2025
Certificate ID: #DQLABEDBTRPQGSM
- Komunikasi (Micro Skill), Digital Talent Scholarship March 2025
Certificate ID: #299384850-1112
- Study Case Bootcamp Machine Learning & AI for Beginner, DQLab March 2025
Certificate ID: #DQLABMASMARTSBV
- Teknologi Informasi (Micro Skill), Digital Talent Scholarship March 2025
Certificate ID: 229984850-2283
- elevAlte (Fresh Graduate Academy), Digital Talent Scholarship March 2025
Certificate ID: 1959908040-1169
- Dasar-dasar Keamanan AI, Digital Talent Scholarship February 2025
Certificate ID: 2299775990-5653
- Class UI/UX Design dari MySQL, MySkill July 2024
Certificate ID: 262059612020/19/24
- MASTERING UI/UX DESIGN WITH FIGMA, Gamelab Indonesia August 2024
Certificate ID: GL5181672835
- Video Content Creator Mastery, Thematic Academy August 2024
Certificate ID: 1949821580-962
- Fundamental SQL Using SELECT Statement, DQLab February 2024
Certificate ID: DQLABSFTREK1LCA
- Python Fundamentals for Data Science, DQLab February 2024
Certificate ID: DQLABPYDSC2LPE
- Microsoft Office Specialist (BNSP), BNSP January 2024
Certificate ID: BNSP07342-EXCEL2024
- Fundamental Python, Coding Studio January 2024
Certificate ID: # 1150011/CS-09
- ROCKET DIGITAL ACADEMY BOOTCAMP, Rocket Digital Academy January 2024
ID: ROCKETBASICEXCELRDA

Others:

- TOAFL (Arabic Language Proficiency Test), Al Arabiya March 2025
Certificate ID: 0163/TOAFL/AA/III/2025
- Public Speaking Mastery, Bicara.Official July 2024
Certificate ID: 099/SKPS/MZN/VII/2024

Technical Skills : UI/UX Design, WordPress, HTML/CSS, User Research, Wireframing & Prototyping, Web Development, Social Media Specialist, Social Media Campaign Planning, Content Strategy Development, Social Media Advertising (Facebook Ads, Instagram Ads, TikTok Ads)
Additional : Graphic Design, Visual Design, Video Editing, Basic Python, Microsoft Office, Social Media Analytics (Google Analytics, Meta Insights), Content Calendar Management, Influencer Marketing Strategy, Hashtag and Trend Analysis, Community Engagement & Moderation.

Soft Skills : Effective Communication, Time Management, Problem-Solving, Team Collaboration, Leadership, Public Speaking, Working as a Team, Adaptability, Creativity and Innovation, Critical Thinking, Decision-Making, Conflict Resolution, Emotional Intelligence, Attention to Detail, Multitasking