

# CURRICULUM VITAE

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## PERSONAL INFORMATION

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Name : Rifdah Syifa  
Place, Date of Birth : Jakarta, 6 May 1996  
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Portfolio : [Rifdah's Portfolio](#)



## CAREER SUMMARY

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Experienced in Public Relations, Certification Coordination, and Digital Marketing. Led PR campaigns increasing brand awareness by 60% and earning 270 positive Google reviews at PT Alam Alshara Indonesia. Managed certification processes in oil & gas, mining, manufacture, healthcare, and hospitality industries with a 95% approval rate and zero non-compliance issues. Achieved a 200% rise in social media followers and boosted lead generation by 55%. Skilled in creating engaging content, ensuring compliance, and enhancing communication. Having experience in wood-resin products for social media strategy.

## EDUCATIONAL BACKGROUND

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- Bachelor's Degree in English Literature from UIN Syarif Hidayatullah | GPA of 3.47 | 2015 - 2019
- Darunnajah Islamic Boarding School (High School) | 2011 - 2015
- Full Stack Digital Marketing | RevoU | Sep to December 2021

## CERTIFICATION OF COMPLETION

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- Market Research Bootcamp | Udemy | 2024 | [Link](#)
- Heartsaver First Aid, CPR, AED | American Heart Association (AHA) | 2024 | [Link](#)
- Understanding the Requirements and Concepts of ANSI/ASTM E2659:2018 | ANAB Certificate of Completion | 2024 | [Link](#)
- Full Stack Digital Marketing Certification | RevoU | Sep - Dec 2021 | [Link](#)
- SEO Website | Ruang Guru | 2021 | [Link](#)

## PROFESSIONAL EXPERIENCE

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**PT ALAM ALSAHARA INDONESIA | JANUARY 2023 – JULY 2024**

**PUBLIC RELATION & CERTIFICATION COORDINATOR**

### Public Relation:

- Created press release and deal with enquiries from the clients, public, and related organisations
- Managed campaigns and promotions and combined them with the Digital Marketing strategy
- Regularly organized webinars/seminars with more than 150 participants and collaborated with related organizations
- Led PR initiatives at PT Alam Alshara Indonesia, increasing brand awareness by 60% and earning 270 positive Google reviews through targeted campaigns and strategic communication.

## **Certification:**

- Handled more than 20 certification bodies from registration until release certification, including international (UK & US) and national standards, such as IWCF, IADC, Project Management (PMI), American Heart Association (AHA), NEBOSH, EOSH, AOSH, IOSH, LEEA, ILM, PECB, OTHM, BNSP, KEMNAKER and others.
- Designed educational programs, instruction design, and training content
- Maintained a zero-non-compliance rate during audits
- Provided sales team knowledge about the accreditations and trainings
- Promoting certification programs to potential candidates and relevant institutions
- Created and implemented employee certification standards, improving staff qualifications
- Developed and implemented 10 new SOPs

## **PT ALAM ALSAHARA INDONESIA | JULY 2022 – JULY 2024**

### **DIGITAL MARKETING SUPPORT**

- Generated a 200% in new followers both from organic and paid ads strategies
- Engagement rates were enhanced by 150% through strategic content
- Successfully managed a Rp20,000,000 monthly marketing budget, optimizing spend to achieve maximum ROI.
- Lead generation augmented by 55% through strategic allocation of marketing funds.

## **PT. SKEMA DATA INDONESIA (FREELANCE) | JANUARY 2024 - CURRENT**

### **MEDIA ANALYST**

- Managed clients' media monitoring related to mining and government sectors.
- Prepared detailed reports and presentations for clients on media activity
- Collaborated with the PR and marketing teams to develop media strategies

## **PT. DIGIVLA INDONESIA | DEC 2019 - JUNE 2022**

### **MEDIA ANALYST**

- Handled clients' media monitoring, such as Jasa Marga, XL Axiata, BPKP, Novo Nordisk, etc.
- Provided insights that contributed to increase in clients' strategic campaign effectiveness.
- Analyzed over 10,000 media articles per month to deliver actionable insights to clients.
- Reduced report generation time by 30% through the effective use of Pivot tables and Excel.

## **REPUBLIKA NEWSPAPER | JAN - MARCH 2019**

### **JOURNALIST [INTERNSHIP]**

- Conducted interviews with a diverse range of sources, including experts, officials, and individuals directly involved in news events.
- Craft well-written news articles and features
- Generated 17 articles of my writing in the Republika newspaper

## **SKILL**

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- **Software**  
Microsoft, Canva, LMS, SEO tools, Google Analytic, Mailchimp, Zoho, Hootsuite, Notion,
- **Softskill**  
Journalistic, copywriting, content planning, SEO, paid ads, digital marketing, social media content management, public speaking, news articles, management, leadership
- **Language Proficiency**  
Bahasa (Native) English (Professional) Arabic (Basic)