



Qilan Umara Ridwan S.Ikom, M.Ikom

Professional Communication Practitioner for ten years, began my creative work as an author, Lecturer & Public Speaking trainer. Have five years of experience in the creative content industry, have worked in Creative Agencies, Media and Multi Channel Network(MCN). Also participated in the academic industry, received Master Degree of Arts in Communication at the age of 20 with cum lau-de GPA and two published academic journals about mass media communication. Currently pursuing Doctoral degree (S3) in communication & leadership. Always strive to learn and innovate something new along the way. Date of Birth 16 March 1998

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Jakarta, Indonesia

Work Experience

Program Coordinator

OKY - SPEAK - UNICEF | October 2024 - December 2024

- Project-based as program coordinator for socialisation, scalability, and sustainability Oky and Mestrual Hygiene Communication Strategy and Activation of Application Oky

Influencer & Community Specialist

UNILEVER Indonesia | February 2024 - May 2024

- Project based for Personal Care department
- Responsible for influencer and community strategy for Rexona, Dove, Lifebuoy, Pepsodent & Close up project.

MARKETING & BRAND PARTNERSHIP

Collab Asia | January 2022 - January 2024

Promoted to Content Marketing in January 2022, then to Content Development at the end of 2022, and to Brand & Partnership Executive in 2023.

- Handle Newsletter and brand deals copywriting
- English and Bahasa Indonesia company articles and press release
- Handles, plan and execute branding strategy for owned and operated platforms
- Develop social media performance and company campaigns
- Create social media campaign for brand partners
- Social Media Analytic report for brand awareness and engagement
- Create Creative Strategy for brand or event partnerships
- Pitch Ideas & sales to brands , create brand agreement, person in charge for invoicing and quotation. Brand deals come from across the world.
- As person in charge to assist creators during shooting such as when it's outside the country.

CLIP LICENSE COORDINATOR

Collab Asia | June 2021 - December 2021

- Collab Asia is APAC's fastest developing digital content, influencer marketing, and ad agency, servicing brands, media platforms, and creators globally.Coordinator for clip license buying and partnership dealing with 8 offices across Asia (Korea, Japan, Singapore, Indonesia, China Hong Kong, Philippines)
- Create network and potential content creator within the world(Asia, USA, Europe)
- Create Analytic Report for clip on YouTube (From Youtube CMS)
- Work under revenue target per quarter
- Responsible to analyse trend in order to recruit best clips and creators
- Tiktok, Instagram, Youtube and all other social media are the tools to work on daily basis

Certification & Journals

- High Class Pass on English For Business Level 2 City & Guilds International Exam
- TV, Film & Production by Northumbria University
- Sertifikasi Jurnalistik by Dewan Pers
- International Conference on Community Development (Proceeding Paper)
- Competent Communicator by Toastmasters International
- Certified Youtube Content Ownership
- Certified Youtube Asset Monetization
- Certified Youtube Music Certification
- Certified Youtube Music Rights & Management
- CEFR level of English : C1 (Current IELTS results from 2023)

ACADEMIC JOURNAL PUBLISHED :

- MAKNA POPULARITAS DALAM LIRIK LAGU THE LUCKY ONE KARYA TAYLOR SWIFT ANALISIS SEMIOTIKA (SEMOTIC ANALYSIS OF THE LUCKY ONE BY TAYLOR SWIFT)
- ANALYSIS OF VIRTUAL COMMUNITY MUSIC VIDEO (ACCOUNT @INDOMUSIKGRAM) ON SOCIAL MEDIA INSTAGRAM

Organization

- Project Manager World Speech Day - 2018
- Moderator Focus Group Discussion (Islamic Youth Economic Forum) - 2018
- Vice President Public Relations & Mentor of Jakarta Toastmasters Club 2017-2018
- Remaja Islam Mesjid Cut Mutia, Department of Women Empowerment 2017-2018
- President Of LSPR Public Speaking Club Period 2015-2016
- Mr & Ms Lspr (Campus Ambassador) 2015 - 2016

Education

2024-2026

DOCTORAL DEGREE IN COMMUNICATION AND LEADERSHIP

Student (S3/PHD/Doctoral) at LSPR Institute of Communication & Business Jakarta

2013- 2017

BACHELOR DEGREE OF ARTS IN COMMUNICATIONS

LSPR Institute of Communication & Business Jakarta (S1)

Mass Communications
GPA 3,5 out of 4 (Cumlaude)

2016- 2018

MASTER DEGREE OF ARTS IN COMMUNICATIONS

LSPR Institute of Communication & Business Jakarta Post Graduate (S2)

Mass Media Management (Acceleration Program)
GPA 3,7 out of 4 (Cumlaude)

INFORMAL EDUCATION :

- Graduate of entrepreneur school "Bong Chandra School of Billionaire"
- Ali Akbar SEO Digital Training (Pakar SEO)
- LSPR Public Speaking, Theatre, Radio & TV Club

PRESENTER & VIDEO ASSOCIATE

IDN Media (IDN Times) | Sept 2019 - July 2021

- Full time presenter and live reporter for news, talk shows & entertainment. Interviewed Hollywood stars; Sebastian Stan and Anthony Mackie, Netflix Series casts and national & international government sectors.
- Create content planning and support as news researcher
- Responsible to make script, list of questions. Produce Voice over & transcribe interviews(includes translation English to Bahasa)
- On some programs also act as guest star coordinator
- Able to learn rough cut editing adobe premier and shoot video for reporting
- Responsible for Metric Social Media Analytic

PUBLIC RELATION & COMMUNICATION EXECUTIVE

LUXUVERE Media Group | February 2019 - August 2019

- Luxuvere is an english luxury media group focuses on Luxury lifestyle.
- Responsible to manage client data base, contract agreement,
- Maintain Relationship with clients and externals
- Hold photoshoots, website design communications, make collaboration with brands, in Jakarta, Bali and overseas (Malaysia, Singapore, Thailand)
- Office representative to attend events

ASSISTANT TALENT MANAGER

Universa Media Global | March 2018 - December 2018

- Responsible to scout talent for production or campaign
- hold data base
- Responsible for contract agreement and talent performance
- Responsible for insight and engagement goals

COMMUNICATION OFFICER

SPEAK Indonesia | (2 months project) 2017

- SPEAK Indonesia is an NGO based for water and sanitation project
- Project coordinator with clients from government and international NGO
- Create media and campaign planning
- Support for water and sanitation trainings

Freelance

LECTURER

LSPR Communication & Business Institute | April - July 2024

- Lecturer from Praktisi Mengajar to teach Principle of PR: Role of PR & Ethics Universitas Islam Riau | April - July 2024
- Lecturer from Praktisi Mengajar to teach Digital Journalism. Universitas Tadulako, Palu | November 2023
- Lecturer from Praktisi Mengajar to teach technology in communication.

LESSON INSTRUCTOR

Ruangguru | April 2019 - July 2020

- Ruangguru is a digital education platform.
- Freelance as education instructor for (Character building & Internet Usage)

TELEVISION PRESENTER

Catcha Group VIP Live | May 2018 - December 2019

- Catcha Group is Malaysian Company based in Jakarta
- Freelance presenter for quiz educational program on online TV VIP LIVE

INTERNSHIP AT ANTV

- National Television Channel in Indonesia, handled Take Me Out Program

Achievements

- Featured on Elshinta Magazine for Motivator Space (2018)
- Featured in 2blive on Inspirasi Channel (2018)
- Featured on Indopos for Entrepreneurship Topic on Kampus Kreatif Suara Mahasiswa Column (2017)
- 10th Finalist of Ishanaz Model Hunt (2017)
- 1st Winner English Table Topic International Contest, Area Round Toastmasters International(2017)
- Profile Featured by Komunka Magazine (Tempo's Group) February Edition 2017
- 1st Winner English Story Telling ALSA UI (2016)
- Student Great Achievement by LSPR (2016)
- Outstanding Speaker at World Speech Day (2016)
- Guest Star as Author on Ummat by Trans Tv (2016)
- Candidate Finalist Student with strong Academic by LSPR to be sent to KOPERTIS (2016)
- Bong Chandra Invasion Start Up School as student with achievement (2016)
- LSPR Public Speaking Club as the Club of the year (2016)
- Top 10 Short Film (role : producer) judged by Northumbria University (2015)
- Featured by LSPR beyond Showcase (2015)
- Student Appreciation Award by LSPR (2015)
- 1st Winner Entertainment Presenter di Universitas Padjajaran UNPAD (2014)
- Featured on Kompas Newspaper as the representative of LSPR Promotion (2014)
- Featured by kampus update online news (2014)
- Octo Finalist Binus Asian English Olympics International (speech category) (2014)
- Published Author of (first book) "The Secret Behind The Word YOLO" - Published by Gramedia year (2013)
- Motivator Cilik named by Gramedia (2013)
- Cast at LSPR Theatre Festival and the production won as "Best Production" on year (2014)
- Featured on Girls Magazine (2013)