







# Destri Ananda Prihatini

I am a graduate of Communication Studies from Universitas Negeri Yogyakarta with 2 years of experience as a Content Writer. I am passionate about writing, digital marketing, social media management, and administrative work.

## CONTACT INFORMATION

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## SKILLS

- Content Writing
- Content Planning
- Google Workspace
- Microsoft Office
- Adobe Illustrator
- Problem Solving
- Attention to Detail
- Adaptability
- Time Management

## EDUCATION

Bachelor of Communication Studies  
Yogyakarta State University  
2016 - 2020  
GPA: 3.65/4.00

## CERTIFICATION

- *Digital Marketing (Bootcamp)*  
Harisenin.com  
2024
- *Junior Graphic Designer*  
Badan Nasional Sertifikasi  
Profesi (BNSP)  
2024
- *TOEFL ITP Prediction*  
Kingdom English Course  
2023  
Score 550

## WORK EXPERIENCE

*Assistant Trainer Support (ATS) and Class Manager (CM)*  
PT Arga Bangun Bangsa (ESQ Group), Jakarta  
(August-November 2024) (*Freelance*)

- Managed administrative tasks including participant registration and on-site support.
- Prepared training materials, wrote meeting notes, monitored the event's timeline, and coordinated with trainers and participants.
- Submitted event reports and gathered feedback from participants.

*News Content Writer*

Media Magelang (Pikiran Rakyat Media Network) Yogyakarta  
(February 2021-December 2023)

- Wrote SEO-optimized articles including news articles on entertainment, national, sports, and press releases
- Researched and wrote listicles on health, tips and tricks, tourism, food, and other topics.

## INTERNSHIP EXPERIENCES

*Social Media Specialist*

Ayam Penyet Ju-Pe (FnB), Tangerang Selatan  
(June-August 2024)

- Optimized social media presence of the brand
- Handled the end-to-end process of the brand's content.

*Content Writer*

Lindungi Hutan (Start-up), Semarang (December-February 2021)

- Wrote articles about flora and fauna, conservation, mangrove, and other issues.
- Researched topic ideas and created brief outlines

*Content Writer*

Tirto.id, Yogyakarta (October-November 2019)

- Researched and wrote informative articles and listicles on a variety of topics, including lifestyle, technology, entertainment, and health.
- Wrote news articles and movie review articles

## PROJECTS

### Instagram Semesta Korea (2024)

Founder

### Instagram KampusX.id (2020)

Social Media Content

Writer/Planner

### Youngblood Magazine (2019)

Layouter and Writer

### Blog Site Kelaskreatif.club (2019)

Content Writer

### YouTube KW8 Production (2019)

Editor and Videographer

### Media Literacy Activity

Protection of Children from

Television Shows (2019)

Dukun Village, Magelang Regency,

Central Java

### Blog Site Jaljanan.com (2018)

Founder and Writer

### Media Literacy Activity

Pornographic and Sexual Violence  
Content (2018)

SMA 2 Pembangunan, Karangmojo,

Gunungkidul, Yogyakarta

### Swarabhumi Bulletin (2017)

Editor in Chief and Writer

## ORGANIZATION EXPERIENCES

### Research and Development Staff

UNY Communication Science Student Association (2017-2018)

- Created socialization and counseling to help student in making PKM
- Held community service activities
- Organized seminars

### Information and Communication Bureau

Mahameru (Student Association for Environmental and Adventure Activity) (2017-2018)

- Managed social media (Instagram & Facebook)
- Documented community activities
- Created community bulletins

### Artistic Division

Pagar Api (Journalism Community) (2018)

- Coordinated issues or topics to be raised with the editorial team
- Wrote news articles and coordinated with editors
- Found photos that matched the articles

### Creative Campaign Staff

Earth Hour Jogja (2019-2020)

- Initiated events such as turtle releases and related environmental campaigns
- Planned the concept for the peak event, Switch Off (SO)
- Coordinated with other divisions regarding the implementation of environmental campaigns

My portfolio can be found at the link below



<https://bit.ly/PortfolioDes>