

Masita Aura Ningtias, S.I.Kom.

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Karawang City, West Java, Indonesia 41376

SUMMARY

I am a recent Communication graduate with a solid foundation in both theory and practice, gained through active participation in on-campus activities such as student organizations, project collaborations, and event planning. My strengths include effective communication, teamwork, and a proactive approach to problem-solving. I am seeking an entry-level position where I can apply my skills in communication, marketing, or public relations. As a fast learner with a strong work ethic and a passion for continuous improvement, I am eager to contribute to your organization's success and grow within a dynamic professional environment.

EDUCATION

University of Singaperbangsa Karawang – Karawang, Indonesia

Aug 2019 – Jan 2024

Bachelor Degree in Communicattion, 3.86/4.00

- Management of Student Executive Board (BEM) FISIP Unsika
- Member of Unsika Student Press Institute (LPM)
- Awardee of the Merdeka Domestic Student Exchange (PMM-DN)
- Member of the West Java Zillennial Movement Organisation Kab. Karawang

WORK EXPERIENCES

Karawang District Tourism and Culture Office

2022

- Developed and executed promotional content strategies for Karawang tourism destinations, enhancing brand visibility and attracting a broader audience.
- Played a key role in organising and supporting marketing events, contributing to increased engagement and successful campaign outcomes.
- Efficiently managed the flow of incoming and outgoing communications, ensuring timely and accurate correspondence.

ORGANIZATIONAL EXPERIENCE

Jabar Moves Zillennial Karawang Regency

2023

Member of the Humanitarian Field

- Contribute to the planning and execution of JBZ Karawang Humanitarian Action events, liaise closely with the team and ensure the activities' success.
- Accountable for preparing a comprehensive event proposal, including a budget and logistical requirements, to secure support and approval from relevant parties.
- Prepare a comprehensive end-of-event report, including an evaluation of results, a summary of lessons learned, and recommendations for future improvements.

Student Executive Board (BEM) FISIP Unsika

2022-2023

Head of Creative Economy

- Lead, coordinate, and manage all activities in the Creative Economy Department, ensuring that all initiatives are conducted in accordance with the established plan and that the set goals are achieved.
- Oversee the implementation of work programmes from the Economic and Creative Departments, including strategic planning, implementation, and evaluation of results to improve programme effectiveness and impact.

Lembaga Pers Mahasiswa (LPM) Unsika

2021-2022

Social Media Specialist

- Conducted in-depth analysis of social media insights to inform strategic decisions.
- Managed and optimised the organisation's social media accounts, ensuring consistent and engaging content was produced.

- Developed and implemented a comprehensive social media content plan, tailored to the needs of the LPM Unsika audience.
- Led and collaborated with journalists on news scripts and provided guidance to the design team to guarantee the creation of visually engaging content that met the organization's objectives.

ACHIEVEMENT

Student Exchange – Makassar, Indonesia

Aug 2021 – Jan 2022

Received a student exchange scholarship from the Ministry of Education and Culture to complete one semester of education at four different universities. This includes 9 online credits at the University of Indonesia, and Gadjah Mada University, as well as 9 offline credits at Muhammadiyah Makassar University.

SKILLS

Hard Skills

- Administration
- Microsoft Office: Ms. Word, Excel, Power Point
- Design: Adobe Photoshop and Canva Design

Soft Skills

- Problem Solving, and Analytical Thinking
- Public Speaking, Presentation, and Good Communication
- Negotiation and Multitasking