

DEWI MARTINA



0852 655 96790

Email

dewii.martina@gmail.com

Address

Jl. Mekar Sari Gg
Bukit Sari No.2
Tangkerang
Selatan.

Profile

I just graduated as Bachelor of communication majoring in mass communication. I've got some experiences worked in some media industries that was related to my undergraduate discipline, mass communication. Now I am trying to explore my knowledge and ability in the next level marketing communication which also using mass media as the main tools.

Formal education

The London School of Public Relations Jakarta 2008 - 2012
Bachelor of Communication - Majoring Mass Communication

SMA N 8 Pekanbaru 2005 – 2008

Informal Education

Wall Street Institute of English Jakarta 2009 - 2011
Level Upper Waystage 2

LSPR TV Club in Campus 2010 - 2011

Organizational Experience

LSPR TV Club 2010 - 2011

Group Leader

International Conference March – June 2011

Representative of Portugal Music and Film Discussion

“No Plastic Can be Fine” Project May – July 2011

Project Manager

Training/ Seminar/ Workshop

LSPR Basic Training of TV Production Nov 2010 – Apr 2011

Organized by LSPR TV Club

The Character Building Seminar Jan 2009

Organized by Communication 9 - LSPR

PR Festival – PR Publicity Jan 2009

Organized by 3 Dimensional - LSPR

Design Competition of Mini Agenda Nov 2009 – Feb 2010

A real project from Bank SBI (A subsidiary of State bank of Indonesia)

Skills

- English written and spoken
- Microsoft Office, Adobe InDesign CS3 and Adobe Premiere Pro

Working Experience

PT Innity Media Indonesia June- Present

Account Executive Community

Involved to handling and monitoring Social Media campaign and/or Social media account. The client is Outdoor Product Indonesia from Japan

PT Fortune Indonesia, Tbk. May - Aug 2013

Account Executive

Involved to handling and monitoring project of making Website, Social Media Campaign, and other digital media placement. The clients were:

- Honda in Makassar Social Media Campaign
- Concerto Play The Hits Campaign by Campina
- Dulux Warna Warni Kemenangan
- Launching BRI Terbelit Untung

Xion Digital April - July 2012

Account Executive and Social Media Specialist

As an Account Executive I was involved to prepare the concept of digital media campaign that would be presented to the prospective client, then handling and monitoring it when it's approved. The clients were:

- Garnier - OMJ! Games apps in FB Page
- Calpico - Website
- PT AnugERAH Alam Abadi - Website
- PT Bukit Asam - Website
- Liga Mahasiswa (LIMA) – Website

I also in charge of maintain social media account as Social Media Specialist. Start from making content, maintaining, and making report in weekly and monthly. The clients were 7 Eleven and Happy Puppy.

Sindo TV Oct– Dec 2011

Assistant Production (Internship)

Involved in production of Motivataalk program. Start from preparing the material, wardrobe, and any others property for taping needed.

Sincerely,
Dewi Martina.

The Diploma

006827

Sekolah Tinggi Ilmu Komunikasi London School of Public Relations - Jakarta

Dengan ini memberikan ijazah kepada : **Dewi Martina**
Hereby awards this certificate to

Tempat dan Tanggal Lahir : **Pekanbaru** , 10 Maret 1990
Place and Date of Birth

Nomor Pokok Mahasiswa : **2008120284**
Student ID Number

Jenjang Pendidikan : **Strata Satu (S1)**
Educational Level
Bachelor of Arts Honours Degree (BA Hons)

Program Studi : **Ilmu Komunikasi (Communication Studies)**
Field of Study

Konsentrasi : **Komunikasi Massa (Mass Communications)**
Concentration

Tanggal Kelulusan : **28 September 2012**
Date of Programme Completion

Terakreditasi oleh Badan Akreditasi Nasional Perguruan Tinggi Departemen Pendidikan Nasional Republik Indonesia
Accredited by National Accreditation Board of Higher Education Department of National Education Republic of Indonesia

Nomor: **017/BAN-PT/AK-XV/S1/VI/2012** Nilai: **A** Tanggal: **29 Juni 2012**
Number Grade Date

Ijazah ini diserahkan setelah yang bersangkutan telah berhasil memenuhi semua persyaratan yang ditentukan dan
This certificate is awarded to the person named above after having fulfilled all of the requirements and therefore he/she has the
kepadanya dilimpahkan segala wewenang dan hak yang berhubungan dengan ijazah ini
authority and rights associated with the certificate, including the right to use the academic degree

serta berhak menggunakan gelar akademik **Sarjana Ilmu Komunikasi (S.I.Kom.)**

Jakarta, **05 Desember 2012**

Ketua,
Director


LONDON SCHOOL OF PUBLIC RELATIONS
JAKARTA
GRADUATE SCHOOL of COMMUNICATIONS

Prita Kemal Gani



Pembantu Ketua Bidang Akademik,
Deputy Director for Academic Affairs



Chrisdina Wempi, M.Si



Nomor Seri Ijazah : **2808/S1-ILM/STIKOM-LSPR/XII/2012**
Certificate Number

Nama / Name : DEWI MARTINA
 NIM / Student ID : 2008120284
 Tempat Lahir / Place of Birth : PEKANBARU
 Tanggal Lahir / Date of Birth : 10-03-1990
 Program Studi / Major : Communications Studies Bachelor Degree (S1)
 Jurusan / Concentration : Mass Communication

No	Kode	Mata Kuliah	K	N	M	KM
1	PUREL500	Pengantar Humas <i>Introduction to Public Relations</i>	3	A-	3.70	11.10
2	MKGT600	Pengantar Ilmu Pemasaran <i>Introduction to Marketing</i>	3	B	3.00	9.00
3	ADV700	Pengantar Periklanan <i>Introduction to Advertising</i>	3	B+	3.30	9.90
4	COMM400	Pengantar Ilmu Komunikasi <i>Introduction to Communication Science</i>	3	B	3.00	9.00
5	COMM403	Teori - Teori Komunikasi <i>Communication Theories</i>	3	B+	3.30	9.90
6	ENG111	Bahasa Inggris Dasar I <i>General English I</i>	3	B	3.00	9.00
7	NATSC104	Logika dan Filsafat Ilmu Pengetahuan <i>Logics and Philosophy of Science</i>	3	A-	3.70	11.10
8	PHIL100	Pendidikan Pancasila <i>Indonesian State Philosophy</i>	2	A	4.00	8.00
9	PUREL501	Peran dan Fungsi Humas <i>The Role of Public Relations</i>	3	B+	3.30	9.90
10	MKGT601	Teknik Pemasaran Internasional <i>International Marketing</i>	3	A-	3.70	11.10
11	ADV701	Teknik Perencanaan Periklanan <i>Advertising Media Planning</i>	3	B+	3.30	9.90
12	MGMT201	Bisnis Administrasi <i>Business Administration</i>	3	B+	3.30	9.90
13	COMM402	Pengantar Komunikasi Massa <i>Introduction to Mass Communications</i>	3	B	3.00	9.00
14	ENG112	Bahasa Inggris Dasar II <i>General English II</i>	3	A-	3.70	11.10
15	COMSC300	Pelatihan Komputer <i>Computer Workshop</i>	3	B	3.00	9.00
16	PHIL101	Kewiraan <i>National Heroism</i>	2	B+	3.30	6.60
17	COMM434	Produksi Media Cetak <i>Print Media Production Workshop</i>	2	A-	3.70	7.40
18	ECON114	Sistem Ekonomi Indonesia <i>Indonesian Economic System</i>	3	B-	2.70	8.10
19	QM115	Pengantar Statistik <i>Introduction to Statistic</i>	2	A	4.00	8.00
20	SOS107	Pengantar Sosiologi <i>Introduction to Sociology</i>	3	A	4.00	12.00
21	COMM416	Fotografi Komunikasi <i>Photographic Communication</i>	3	A-	3.70	11.10
22	COMM418	Teknik Liputan dan Penulisan Berita <i>Writing and Reporting For Broadcast</i>	3	B+	3.30	9.90
23	PSYCH108	Psikologi Komunikasi <i>Psychology of Communication</i>	3	B+	3.30	9.90
24	RELIG102	Agama <i>Religious Instruction</i>	2	B-	2.70	5.40
25	ENG113	Bahasa Inggris Komunikasi I <i>English Communication I</i>	2	C+	2.30	4.60
26	COMM414	Produksi Televisi, Film, dan Video <i>Television, Film, and Video Production</i>	3	B	3.00	9.00
27	ANTH111	Antropologi Kebudayaan <i>Cultural Anthropology</i>	3	A-	3.70	11.10

Judul Skripsi / Thesis Title : Faktor - Faktor Yang Melatarbelakangi Para Remaja Mengikuti Akun Di twitter (Studi Deskriptif Siswa SMAN 14 Bekasi Terhadap Akun @poconggg)



Factors that Cause Teenagers to Follow a Twitter Account (A Descriptive Study on Students of SMAN 14 Bekasi)

Tanggal Yudisium / Degree obtained : 28 September 2012
 Nomor Transkrip / Transcript Number : 2306/S1-KM/STIKOM-LSPR/XII/2012
 Total Kredit / Accumulated Credit : 145
 Total Kumulatif / Total Accumulated : 486.80
 I.P.K / G.P.A : 3.36

No	Kode	Mata Kuliah	K	N	M	KM
28	PUREL503	Humas dan Publisitas <i>Public Relations and Publicity</i>	3	A	4.00	12.00
29	MGMT214	Studi Keahlian Pelayanan Pelanggan <i>Customer Service Professional</i>	3	B+	3.30	9.90
30	ENG114	English Communication II <i>Bahasa Inggris Komunikasi II</i>	2	A-	3.70	7.40
31	COMSC301	Desktop Publishing <i>Desktop Publishing</i>	2	A-	3.70	7.40
32	COMM439	Media dan Hiburan <i>Media and Entertainment</i>	3	A-	3.70	11.10
33	QM118	Metode Riset Komunikasi I (Kuantitatif) <i>Methods Of Communication Research I (Quantitative)</i>	3	A	4.00	12.00
34	COMM417	Hubungan Antar Media <i>Media Relations</i>	3	B+	3.30	9.90
35	POLTC111	Sistem Politik Indonesia <i>Indonesian Political System</i>	3	B+	3.30	9.90
36	MGMT212	Pasca Produksi dan Editing <i>Post Production and Editing</i>	3	B+	3.30	9.90
37	COMM415	Teknik Pembaca Berita Profesional <i>Technique of Professional Presenter</i>	3	A-	3.70	11.10
38	COMM421	Komunikasi Organisasi <i>Organizational Communication</i>	3	A-	3.70	11.10
39	LAW113	Sistem Hukum Indonesia <i>Indonesian Legal System</i>	3	B+	3.30	9.90
40	QM119	Metode Riset Komunikasi II (Kualitatif) <i>Methods of Communication Research II (Qualitative)</i>	3	B+	3.30	9.90
41	COMM407	Komunikasi Antar Budaya <i>Intercultural Communication</i>	3	B+	3.30	9.90
42	COMM443	Media Digital <i>Digital Media</i>	3	C+	2.30	6.90
43	MGMT202	Manajemen Stasiun Radio <i>Radio Station Management</i>	3	B+	3.30	9.90
44	COMM419	Teknik Laporan Investigasi <i>Investigative Reporting</i>	3	B+	3.30	9.90
45	COMM411	Etika dan Filsafat Komunikasi <i>Ethics and Communication Philosophy</i>	3	B	3.00	9.00
46	COMM409	Sistem Komunikasi Indonesia <i>Indonesian Communication System</i>	3	B	3.00	9.00
47	COMM405	Komunikasi Politik <i>Political Communication</i>	3	A-	3.70	11.10
48	COMM422	Seminar <i>Seminar of Research Proposal</i>	3	B+	3.30	9.90
49	COMM431	Magang <i>Internship in Communication</i>	3	B+	3.30	9.90
50	TA001	Skripsi <i>Thesis</i>	6	B+	3.30	19.80
----- Akhir dari Transkrip(End of Transcript)-----						

Ketua Peminatan / Dean
 Mass Communication
 Advertising
 Performing Arts Communication



Jakarta,
 05 Desember 2012
 London School of Public Relations - Jakarta
 Pembantu Ketua Bidang Akademik
 Deputy Director for Academic Affairs

PROVINSI RIAU
KOTA PEKANBARU

NIK : 147107500390001

Nama : DEWI MARTINA
Tempat/Tgl Lahir : RUMBAI, 10-03-1990
Jenis Kelamin : PEREMPUAN Gol. Darah : -
Alamat : JL MEKAR SARI
RT/RW : 001 / 005
Kel/Desa : TANGKERANG SELATAN
Kecamatan : BUKIT RAYA
Agama : ISLAM
Status Perkawinan : BELUM KAWIN
Pekerjaan : PELAJAR/MAHASISWA
Cewarganegaraan: WNI
bertaku Hingga : 10-03-2017



KOTA PEKANBARU
22-05-2012

