



# Nur Chandra Ulfayah

## Bachelor of Communication Science

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LinkedIn: Nur Chandra Ulfayah

Social Media Officer with 1+ year experience focused on maximizing audience engagement by creating creative content and managing all accounts systematically. Excellent in research, creative content, copywriting, social media management, program development, and communication.

## EXPERIENCE

### CB57 CATERING

Surabaya, East Java

#### Social Media Officer (Freelance, Work from Home)

Aug 2020 – recent

- Research on social media trends and issues for content.
- Designed creative social media content and write copy for Instagram publication, resulting increase more than 2.500 followers from 200 in a year for @ pawonjani Instagram account.
- Managed content planning schedule for 3 Instagram accounts manually and automatically using Facebook Creator Studio, resulting 98% on time content publication.
- Edit photos using Adobe Lightroom.

### UNIVERSITAS BRAWIJAYA, COMMUNICATION SCIENCE DEPARTMENT

Malang, East Java

#### Research Assistant

Sept 2018 – Jul 2021

- Organized field note based on scientific journals, media publications, and audio visual documents.
- Arranged Focus Group Discussion (FGD) inviting academicians, anti-corruption organization, regional financial audit agency, and student representatives.
- Execute in depth interview with research informants for data collection.
- Conducted qualitative data analysis.
- Prepared administration including correspondence, writing a report and taking minutes of FGD.

## EDUCATION

### UNIVERSITAS BRAWIJAYA

Malang, East Java

#### Bachelor in Communication Science, GPA 3.92 out of 4.00

2017 – 2021

I conducted undergraduate thesis research to analyze ideology and power in Acehese farmer arrest and agriculture law coverage in four national online media using Critical Discourse Analysis and Critical Political Economy.

- Awardee of Peningkatan Prestasi Akademik (PPA) Scholarships by Ministry of Research, Technology and Higher Education (2018).
- Most outstanding Communication Science student batch 2017, third place (2018 & 2019).

## LEADERSHIP & ACTIVITIES

### LEMBAGA PERS MAHASISWA "PERSPEKTIF", FISIP UNIVERSITAS BRAWIJAYA

Malang, East Java

#### Coordinator of Editorial Research, Research & Development Department

Jan 2020 – Jul 2021

- Suggested 2-3 high concern issues to cover every week.
- Planned and conducted editorial research, resulting 4 published bulletin articles.

#### Coordinator of Recruitment, Human Resources Department

Oct 2019 – Dec 2019

- Lead and managed LPM Perspektif new member recruitment process including meet and greet, journalistic training to inauguration; gaining 29 LPM Perspektif new members.

#### Staff of Editorial (Reporter)

Jun 2019 – Aug 2019

- Writing news, resulting 7 published articles and gaining 150-400 readers per articles.
- Writing news for special report in bulletin, resulting 1 published print in-depth report.

## **MALANG CORRUPTION WATCH**

### **Head of Finance Department**

Malang, East Java  
May 2019 – Dec 2019

- Controlled and managed input-output of daily program budget.
- Controlled and managed input-output of collaboration program budget with national NGOs, Indonesia Corruption Watch (ICW) and Transparency International Indonesia (TII).
- Arranged financial report of MCW's daily and monthly program.
- Arranged financial report of collaboration program.

### **Volunteer in Research and Campaign Department**

Sept 2018 – Dec 2019

- Create info graphics copy and design related to corruption issues in Malang.
- Manage MCW's social media and website.
- Arranged and moderating public discussion "Jagongan Rakyat", successfully inviting academicians, government representatives, and citizens in the forum.
- Conduct Malang local government budgeting (APBD) research.
- Assist MCW team in executing internal and collaboration program.

## **INDONESIAN YOUTH OPPORTUNITIES IN INTERNATIONAL NETWORKING (IYOIN)**

### **LOCAL CHAPTER MALANG**

Malang, East Java  
Jan 2018 – Mar 2019

### **Manager of Project Department**

- Developed relevant programs related to youth, education, and networking with Project Director and Executive Director, successfully led and held a regional event "IYOIN Seminar 2.0: Move On! Time to Break Your Limits" inviting 3 speakers and gaining 30+ audiences.
- Plan and manage implementation of internal IYON LC Malang program.
- Identify and evaluate the implementation, implication and the effects of the programs both to internal members and society.

## **SOCIAL PROJECTS**

### **CATATAN KAKI, ONLINE COMMUNITY SERVICE**

Jun 2020 - Dec 2020

Catatan Kaki is an inclusive COVID-19 information platform designed for deaf and blind people using Instagram @catatankaki.co and website [www.catatankaki20.wixsite.com/blog](http://www.catatankaki20.wixsite.com/blog).

#### **Content Writer**

- Research on Covid-19 and disability issues for content.
- Write articles related to Covid-19 and disability issues, resulting 10 published articles.

#### **Coordinator of External Relations**

- Write press release and deliver it to the media, resulting Catatan Kaki program published in SuryaMalang.com.
- Managed networking with sign language interpreter and disability organizations.

### **SAMBANG DESO, COMMUNITY SERVICE**

Malang Regency, East Java

#### **Event Coordinator, Wira Asri (Environment) Sector**

Oct – Nov 2017

- Lead and develop Wira Asri programs, including procurement of organic and non-organic waste bins, community library, and environment education for elementary school student. Resulting increase reading interest and awareness to separate organic and non-organic waste in children.

## **SKILLS**

**Skills** : Research, content writing, content design, social media managing, copywriting, program/project development, basic graphic design, basic photo and video editing

**Technical** : Microsoft Office, Adobe Photoshop, Canva

**Language** : English, TOEFL ITP score 537