

NAILATURROHMA IKHWAN

082141380455 | nailaturrohmaikhwann@gmail.com | linkedin.com/in/nailaturrohma-ikhwan

Lumajang, Indonesia

Communication Studies graduate from Telkom University with a focus on marketing communication. Experienced in public relations activities, social media management, and event coordination, with a collaborative, detail-oriented, and creative approach to supporting communication campaigns, and ready to contribute to organizational goals and impactful projects.

Education Level

Universitas Telkom - Bandung, West Java

Sep 2020 - Sep 2024

Bachelor of Communication Science

- Current GPA : 3.78/4.00
- Related Subject : Marketing Communication, Communication Management, Public Relation, Social Media, Event Management.

Work Experiences

Intern Public Relation at Dinas Komunikasi dan Informatika - Bandung, West Java

Jun 2023 - Aug 2023

- Contributed to the creation and design of engaging video content for Instagram and TikTok.
- Developed creative voice-over scripts and recorded audio for content.
- Collaborated with cross-functional teams to implement effective communication strategies.
- Increased social media engagement through short-form video content on Instagram and TikTok.
- Assisted in analyzing engagement metrics to improve posting strategy and content performance.

MTS Syarifuddin - Lumajang, East Java

Jul 2025 - Nov 2025

School Administrative Staff

- Managed student and staff records, attendance, and correspondence.
- Maintained and archived official school documents.
- Assisted in basic financial administration and event coordination.

PT Bara Kreasi Milenial - Jember, East Java

Nov 2025 - Present

Intern Business Development

- Supported lead generation activities resulting in potential prospects.
- Conducted client communication effectively.
- Contributed to the development of creative campaign proposals.
- Performed basic sales analysis to support business development strategies.

Organisational Experience

Information Media Staff at ICT IKOM Telkom University

Jun 2021 - Jun 2023

- Managed and curated social media content for ICT IKOM Tel-U, focusing on technology, communication, and digital media themes.
- Collaborated on content strategy and content calendar development aligned with university initiatives and events.
- Designed visual and multimedia content, ensured consistent branding, and supported promotional campaigns to increase engagement and awareness.

Logistic Staff at Mekar Wangunharja Urban Village 2022 - Bandung, West Java

Sep 2023 - Jan 2024

- Supported logistics planning and preparation for the Urban Village 2022 event focused on Tourism Village branding.
- Coordinated event materials, props, and booth setup to ensure timely delivery and smooth event operations.
- Collaborated with the event team to support performances, activities, and overall event execution.

Multisensory Effects Staff at Mekar Wangunharja Idea Fest 2022 - Bandung, West Java

Apr 2022 - Aug 2022

- Developed engaging presentation materials to communicate branding proposals for Wangunharja Tourism Village.
- Designed and created a pitching PowerPoint presentation for Wangunharja Tourism Village.
- Conceptualized a mascot and visual elements to strengthen brand identity and audience appeal.
- Collaborated with the team to integrate creative and multisensory elements supporting tourism promotion objectives.

Event Staff at Redchoice IKOM Telkom University - Bandung, West Java

Apr 2021 - Apr 2022

- Planned and executed key activities for the Redchoice event to support a transparent and representative student election.
- Developed event schedules and coordinated debates and election simulations to ensure smooth and timely execution.
- Collaborated with the team to ensure a fair, well-organized election process and successful leadership selection.
- Served as Presidium III, responsible for recording and documenting all interjections during the Student Assembly Meeting.

Skills, Achievements & Other Experience

- **Achievements** (2023): Best Online Campaign and Best Performance at Urban Village 2023
- **Soft Skills:** Strong Communication, Effective Teamwork, Excellent Time Management, Consistent Goal-Oriented
- **Hard Skills:** Proficient in Microsoft Office Suite (Word, and Power Point), Experienced with Canva for design and content creation