

FATHIA HIDAYATUL RAMADHANI

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Portfolio: <https://heylink.me/clickmyportohere>



SUMMARY

Hold a Bachelor's degree in Communication Science major Journalism & accumulated professional experience in various roles such as **Content Auditor and Video Crawler, Administrator, Journalist** and **Content Writer**. Most recently, I served as a **Data Annotator**.

EDUCATION

INSTITUTE OF SOCIAL AND POLITICAL SCIENCES (IISIP JAKARTA, 2014 – 2018)

Bachelor's degree in Communication Science – IPK 3,25

EXPERIENCES

THOTH AI – [Data Annotator](#) (Februari 2025 – Now: WFH)

- Responsible for labeling and categorizing data to improve accuracy in content generation and targeting, include tagging promotional materials, identifying key elements for trending moment and annotating emotional tone to align with client goals.

Transsion – [Data Annotator](#) (Oktober 2025 – Now: Part Time WFH)

- Manage audio data to support AI model training and development.

Wardah Beauty Malaysia – [CONTENT SPECIALIST](#) (Okt 2025 – Feb 2026 Freelance WFH)

- Develop content briefs, identify trends in awareness and promotion and align them with the personas of their accounts. Then, collaboration with an editor to produce short videos per day, review & approve edited to maintain brand quality and publish it.

RUMPUN CREATIVE MEDIA – [Content Writer](#) (October 2021 – September 2024)

- Analyze financial content and rewrite it creatively across various themes. Craft engaging, well-flowing articles while using tools like Google Analytics and Google Trends for keyword analysis to attract more readers.

infosumbar.net – [Journalist](#) (July 2021 – September 2021)

- Conduct research and cover local news across West Sumatra. Engage with various sources, including police, government officials, and the public.

LINIBUKU – [Admin](#) (July 2020 – June 2021)

- Responsible for offline book sales and online promotion through Instagram, Facebook, Twitter, and Shopee. Increased social media engagement and achieved reposts from multiple authors, boosting account growth.

PT Computer Automasi Digital – [Content Auditor](#) (April 2019 – Sept 2019)

- Audited and reviewed content for a new social media app, selecting videos for publication and categorizing them based on internal audit rules and company standards.

INTV/ Mayapada TV as [Journalist](#) – (Nov-Dec 2016) Internship for college.

Kompas Gramedia – [Freelance Interviewer](#) (2015) Collecting survey responses.

CAPABILITY

- *Writing & Editor & Copy Brief*
- *Analytics Google & Social Media & Trend*
- *Journalism*
- *Annotator & Labeling*
- *CMS Wordpress & APK such as Canva, CapCut, InShot, etc.*

SOCIAL EVENT

Teacher & Documentation, LENTERA PADANG (March 2023 – 2025)

- Responsible for teaching in schools and orphanages in West Sumatera, organizing activities for monthly volunteering and documentation the event.

Copywriter, CYBER HOUSE Comunity Learning (March – July 2025)

- Create a brief copy for social media posts such as Instagram and Twitter, including relevant hashtags, and ensure updates are in line with media needs based on the related timeline.
 1. https://www.instagram.com/p/DITuw5BPVBe/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==
 2. https://www.instagram.com/p/DHyiLLYvh9W/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==
 3. https://www.instagram.com/p/DHoNRQDP5U0/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==
 4. https://www.instagram.com/p/DHlpGJRPZPF/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==
 5. https://www.instagram.com/p/DHwCljePJKo/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==
 6. https://www.instagram.com/p/DHv05PjvOOb/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==
 7. https://www.instagram.com/p/DHq3mZqvbxb/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==

Project Team Intern, PADANG SEHAT (Oct – Dec 2024)

- Collaborated with the Padang Sehat intern team to plan and execute various online and offline projects aimed at enhancing brand awareness.
 8. <https://www.instagram.com/p/DD17R--yY8b/>
 9. <https://www.instagram.com/p/DA0elQNSgxj/?igsh=dW83cDA1Nm41ODI5>
 10. <https://www.instagram.com/p/DDUciXVyyL6/>

Head of Writing & Editorial Team, [IMPAKTIF.COM](https://www.impaaktif.com) (2023 – 2024)

- Wrote and edited content related to soft skills.

Coordinator Social Media of Instagram, ADYA FOUNDATION (Feb – Dec 2023)

- Managed a social media team in creating content aligned with established guidelines, including revising and publishing content on Instagram.

Content Creator, ELABORASI TV (March – Oct 2023)

- Created content related to the Minang language in the form of videos and published it on the Elaborasi TV YouTube channel.

Member of Depok Lingua around 2015.