

Nur Rahmat

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Executive Profile

I am a sixth-semester Communication Studies student at Universitas Negeri Jakarta with a strong interest in digital marketing, social media strategy, and content creation. I have experience managing Instagram and TikTok platforms, producing short-form video content, and crafting engaging captions to strengthen brand storytelling and audience interaction. Currently, I am serving as a Social Media & PR Intern at Story of Anggy, where I manage social media content, support campaign research, and assist in public relations activities. I am passionate about transforming creative ideas into impactful digital content that connects with online communities.

Core Skills

- **Social Media Management & Digital Content Creation**

I developed my social media management skills through my role as a Social Media & PR Intern at Story of Anggy, where I manage Instagram and TikTok platforms to strengthen the brand's digital presence. In this role, I create social media content, write engaging captions, and produce short-form video content aligned with the brand's identity and audience preferences. Through consistent content planning and audience engagement strategies, I successfully contributed to increasing the brand's social media following by 2,000+ followers. I also applied my content production skills during Spartival 2024, where I captured event moments through photography and videography and independently edited promotional and post-event video content. These experiences strengthened my ability to produce engaging digital content and manage social media platforms effectively.

- **Content Strategy, Copywriting & Digital Storytelling**

As part of my role at Story of Anggy, I contribute to developing content ideas and writing captions that support brand storytelling and audience engagement across social media platforms. I also strengthened my writing skills as a Copywriting Staff in the Communication Information Team (Kominfo) of the Communication Studies Program at UNJ in 2025, where I wrote several articles published on the official program website. Additionally, I wrote scripts and storylines for short films such as "Siapa" and "Scent of the Unsaid", covering themes like friendship, distance, and unspoken emotions. These experiences sharpened my ability to craft engaging narratives, adapt messages for different platforms, and communicate ideas creatively.

- **Campaign Execution, Public Relations & Event Promotion**

My experience in campaign execution and public communication has developed through several projects and organizational roles. During my internship at Story of Anggy, I supported public relations activities by helping maintain communication with audiences and monitoring interactions across social media platforms. My campaign production experience began with Project NOVO x Wardah, where I independently created an endorsement video from concept development, scripting, recording, editing, to publishing the final content on social media. I also strengthened my coordination and promotional skills as Project Leader of Abirama Budaya 2024, where I led a team of 75 committee members and directed promotional strategies to increase audience awareness. These experiences strengthened my ability to execute campaigns, coordinate teams, and deliver effective communication strategies.

Experience

EXPERIENCE

SOCIAL MEDIA & PR INTERN | STORY OF ANGGY | 2025 – Present

- Managed Instagram and TikTok accounts, creating and publishing content aligned with the brand's identity and audience preferences.
- Increased the brand's social media following by 2,000+ followers through consistent content creation, caption writing, and audience engagement strategies.
- Produced and edited short-form video content optimized for social media platforms.
- Conducted data research and audience insights to support content planning while supporting public relations and community engagement to maintain positive communication with the brand's audience.

COPYWRITING STAFF | KOMINFO COMMUNICATION STUDIES UNJ | 2025

- Wrote and published various articles for the official website of the Communication Studies Program, focusing on informative and well-structured content to strengthen the program's digital presence.
- Contributed to the program's brand image by crafting written content that highlights student activities, academic achievements, and institutional updates.
- Collaborated with the design and documentation team to ensure consistency in tone, visual identity, and messaging across digital platforms.
- Supported internal and external communication efforts by developing scripts and copy tailored to students, faculty, and public audiences

ADVOCACY DESIGN STAFF | BEM COMMUNICATION STUDIES UNJ | 2024

- Created digital visual content to strengthen the branding of the Advocacy Division, including both informative posts and light-hearted designs such as menfess-style content to foster engagement with students.
- Contributed to the division's digital communication strategy by designing visuals that aligned with the needs of students and the identity of the organization.
- Managed advocacy administration, including documentation, official correspondence, and systematic archiving of activities.
- Acted as an active liaison between students—both new and existing cohorts—and the academic department, ensuring that academic and financial concerns were properly communicated and followed up with the program office.

EVENT COMMITTEE | PKKMB COMMUNICATION STUDIES UNJ | 2024-2025

- Played an active role in organizing the PKKMB program for two consecutive years by coordinating directly with invited speakers and ensuring smooth communication throughout the planning process.
- Maintained consistent speaker engagement, managed schedules, and contributed to the successful execution of the event series for new students.
- Demonstrated strong public speaking skills by serving as the Master of Ceremony (MC) for the PRA-PKKMB event.

HEAD OF EVENT | ABIRAMA BUDAYA 2024 | 2024

- Led the end-to-end planning and execution of *Abirama Budaya 2024*, a cross-cultural event involving more than 75 committee members and a wide range of creative and logistical components.
- Oversaw all aspects of the event from conceptualization, budgeting, logistics coordination, to content curation ensuring that the event ran smoothly and delivered a meaningful experience for both performers and audiences.

- Managed a diverse team by delegating tasks based on strengths, maintaining clear communication, and resolving problems efficiently throughout the preparation and execution phases.
- Also contributed to the event's promotional direction, ensuring the messaging, visual identity, and audience engagement were aligned with the event's cultural theme and objectives.

EVENT COMMITTEE | IKOMDAY | 2024-2025

- Developed and structured the event rundown for IKOMDAY across two consecutive years, ensuring that every segment was well-organized, time-efficient, and aligned with the overall event goals.
- Coordinated closely with multiple divisions including stage management, performers, and logistics to maintain smooth operations and strict adherence to the event schedule.
- Demonstrated reliability and precision under pressure, ensuring that both on-stage and behind-the-scenes elements of the event ran seamlessly.
- Contributed to building a strong collaborative workflow among team members and maintained consistent communication throughout the preparation and execution process.

MEDIA & CONTENT CREATOR | PDD SPARTIVAL (FACULTY LEVEL) | 2024

- Captured event moments during Spartival 2024 through photography and videography, documenting key highlights using personal equipment to ensure authentic and student-centered visuals.
- Independently edited and produced video content for Spartival's promotional and post-event materials, aligning with the event's branding and audience tone.
- Served as a content talent in several promotional videos, from concept development to on-screen appearance, shooting, editing, and publishing across social media.
- Contributed to Spartival's digital engagement by creating relatable and visually appealing content that resonated with the student audience and encouraged participation.

Education

UNDERGRADUATE IN COMMUNICATION STUDIES | 2023 – PRESENT | UNIVERSITAS NEGERI JAKARTA

Hobby And Interst

- Digital Content Creation & Social Media Trends
- Public Engagement & Community Building
- Reading Books & Creative Storytelling
- Music & Creative Media Production

Certifications

- Jhon Robert Powers, Personality Program 2025

Reference

- Avaliable upon request