

JANE SANTOSO

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Detail-oriented and proactive Communication graduate with one year of experience in content creation, digital marketing, and administrative support. Passionate about leveraging communication strategies to support business goals and customer engagement.

WORK EXPERIENCE

Marketing Assistant

PT Media Raya Digital – Jakarta, Indonesia

August 2023 – July 2024

- Assisted in developing and scheduling content for social media platforms (Instagram, LinkedIn, TikTok), leading to a 25% increase in audience engagement over 6 months.
- Managed customer inquiries via email and social media, achieving an average 95% response rate within 24 hours.
- Conducted basic market research and compiled monthly analytics reports using Google Analytics and Meta Business Suite.

Administrative Intern

Yayasan Muda Kreatif – Remote

February 2023 – May 2023

- Supported event planning for two online workshops attended by 100+ participants.
- Created content outlines and drafted articles for the foundation's blog and newsletter.
- Maintained and organized digital filing systems

EDUCATION

Universitas Indonesia – Depok, Indonesia

Bachelor of Arts in Communication

GPA: 3.63 / 4.00

2019 – 2023

Relevant coursework: Strategic Communication, Public Relations, Digital Media, Marketing Communication

SKILLS

- Digital marketing & content creation
- Social media management (Instagram, TikTok, LinkedIn)
- Microsoft Office & Google Workspace
- Project coordination & task management (Trello, Notion)
- Copywriting & editing (Bahasa Indonesia & English)
- English (Fluent – TOEFL ITP Score: 593)

