

DHIANDRA NAUFAL SHIDQI

+6287888566194 | dhiandra95@gmail.com | <https://www.linkedin.com/in/dhiandra-naufal-shidqi/> | <https://www.instagram.com/dhiandra95/>

Komplek Nirwana Residence Cirendeui, no.58, Blok Sanur 3, Pisangan, Ciputat Timur, Tangerang Selatan, Banten. 15419

Digital communication specialist with expertise in social media strategy, content creation, and community engagement. Proven track record in developing and executing successful social media campaigns to drive brand awareness, engagement, and conversions. Skilled in utilizing data-driven insights to optimize digital marketing efforts. Collaborative team player with exceptional communication and organizational skills.

Skills:

- Social Media Strategy
- Content Creation
- Community Management
- Data Analysis
- Copywriting
- Instagram Optimization
- Branding
- Project Management
- Public Speaking
- Audio Editing

I am passionate about leveraging digital communication channels to connect with audiences, tell compelling stories, and drive meaningful engagement. If you are seeking a dynamic and results-oriented digital communication specialist with a strong background in social media strategy, content creation, and community management, let's connect! I am open to new opportunities and collaborations.

Work Experiences

PT Roti Indonesia Satu (Let's Toast) - Jakarta Selatan, Indonesia

Jul 2023 - Oct 2023

TikTok Livestream Host (Contract)

Let's Toast is a dynamic company dedicated to revolutionizing the breakfast and snack experience in Indonesia. Our mission is to spread joy through delicious, freshly toasted bread creations that capture Indonesian flavors. With a commitment to quality ingredients sourced locally, we offer a diverse menu of classic favorites and inventive creations infused with traditional spices. Customers can personalize their toasts with a variety of toppings, spreads, and fillings to suit their unique tastes. Whether it's a quick bite on the go or a leisurely breakfast, Let's Toast provides an inviting atmosphere where every bite is a delightful experience.

- **Livestream Creation:** Plan and schedule livestream sessions on the TikTok platform. Design visually appealing and thematic backgrounds that resonate with your content and audience.
- **Content Development:** Create engaging and entertaining content for your livestreams. This can include challenges, Q&A sessions, tutorials, discussions, and other interactive activities.
- **Audience Engagement:** Interact with viewers in real-time through comments, likes, and other interactive features. Respond to viewer questions, comments, and shout-outs to create a sense of community.
- **Entertainment:** Keep the livestream lively and entertaining through your personality, energy, and presentation style. Incorporate humor, enthusiasm, and storytelling to capture and hold the audience's attention.
- **Moderation:** Maintain a safe and positive livestream environment by monitoring and moderating viewer comments and interactions. Report any inappropriate behavior or content according to TikTok's community guidelines.
- **Promotion and Collaboration:** Promote upcoming livestream sessions on your TikTok profile and other social media platforms to build anticipation. Collaborate with other TikTok creators or influencers for joint livestreams to expand your reach.
- **Technical Proficiency:** Familiarize yourself with TikTok's livestreaming tools and features. Ensure proper setup, lighting, and audio quality for seamless livestream sessions.
- **Adaptability:** Stay up-to-date with current trends and challenges on TikTok to incorporate them into your livestream content, making it relevant and engaging.

DHIBahas Podcast - Tangerang Selatan, Indonesia

Aug 2019 - Present

Founder & Host (Self-Employed)

DHIBahas with Dhiandra is a vibrant podcast platform for meaningful conversations and insightful storytelling. Hosted by Dhiandra, the podcast celebrates diverse voices, explores ideas, and shares perspectives on personal growth, social issues, and culture. With its authenticity and inclusivity, DHIBahas offers a welcoming space for guests to share openly. As a beacon of positivity and enlightenment, the podcast invites listeners to expand their horizons and discover new perspectives.

- **Podcast Host and Producer - DHIBahas with Dhiandra (Current),** Hosted and produced engaging episodes covering diverse topics such as personal growth, social issues, and culture. Conducted interviews with a wide range of guests, including thought leaders, experts, and everyday individuals. Researched and developed compelling content to captivate listeners and spark meaningful conversations.

- Content Creator and Writer - Freelance (Ongoing), Produced written content for various platforms, including blogs, social media, and websites. Created engaging articles, blog posts, and promotional material tailored to target audiences. Collaborated with clients to develop content strategies and messaging that resonated with their brand and audience.
- Rapid Growth of DHIBahas with Dhiandra - Successfully launched DHIBahas with Dhiandra podcast, achieving rapid growth in listenership and engagement within the first six months. Received positive feedback from listeners, highlighting the podcast's impact on their lives and perspectives.
- Featured in Prominent Publications - Featured as a guest writer in leading publications, showcasing expertise in topics related to personal development and social issues. Contributed articles that garnered high readership and engagement, further establishing credibility as a thought leader in the industry.
- Community Engagement and Recognition - Actively engaged with the audience through social media platforms, fostering a strong sense of community and connection among listeners. Received recognition and praise from listeners for providing a platform for marginalized voices and addressing important social issues.
- Collaborations and Partnerships - Established collaborations and partnerships with notable organizations and brands, expanding the reach and impact of DHIBahas with Dhiandra. Worked closely with sponsors to create tailored content and promotional campaigns that aligned with the podcast's mission and values.

AJ Koffie - Tangerang Selatan, Indonesia

Dec 2021 - Feb 2022

Content Creator (Part-Time)

AJ Koffie is a leading coffee brand passionate about delivering quality and flavor worldwide. We source the finest beans, roast them meticulously, and blend them to perfection, offering distinctive blends and single-origin coffees for every palate. Beyond great coffee, we value community and sustainability. We build meaningful relationships with our growers and prioritize ethical practices, ensuring sustainability from farm to cup.

- Used Canva to create compelling visualizations that regularly had engagement in excess of 100 likes, comments and shares
- Design social media strategy and get 250 followers for 1 month

Cangkruk'an Lookass Lookiss - Tangerang Selatan, Indonesia

Sep 2021 - Feb 2022

Social Media Specialist (Intern)

Cangkruk'an Lookass Lookiss combines the charm of a traditional Javanese ankringan with a modern coffee shop vibe. Located in the city center, we offer authentic Indonesian dishes with a twist, made with fresh local ingredients. Our menu ranges from savory nasi goreng to aromatic sate ayam, complemented by a variety of premium coffee and tea options. More than just food and drinks, we're a community hub where friends and family gather to share stories and create memories. Committed to sustainability and community support, we aim to make a positive impact locally. Join us for an unforgettable dining experience celebrating Indonesian culture and cuisine.

- Designed and executed social media strategy across Facebook and Instagram
- Developed a cross-channel social media platform to engage different customer segments on Instagram, and Facebook.

Woo-Hoo.org - DKI Jakarta, Indonesia

Aug 2021 - Sep 2021

Live Streaming Content Creator (Intern)

- Regularly engaged with community on social media to increase awareness of new trends and items and answered any inbound questions via direct messages

MAKU Indonesia - Tangerang Selatan, Indonesia

Apr 2017 - Jul 2018

Social Media Strategist (Part-Time)

- Responsible for content creation and publicity materials for the entity in 3 different platforms

Education Level

Universitas Mercu Buana - Jakarta Barat, Indonesia

Aug 2018 - Dec 2022

Bachelor Degree in Digital Communications, 3.71/4.00

- 1st Place in Audio-Visual DIGICY AWARDS 2021 Category Issued by the Digital Communication Student Association, Mercu Buana University Jakarta · Jul 2021

Organisational Experience

Mercu Buana English Club - Jakarta Barat, Indonesia

Aug 2020 - Apr 2021

Head of Creative Media Division

- Directed the whole crew of division who take in charge with daily design and any other creative works

Mercu Buana English Club - Jakarta Barat, Indonesia

Aug 2019 - May 2020

Deputy Head of StoryTelling Division

- Coordinated the time schedule of weekly story telling class and make an appointment with the mentors

Dharma Karya UT - Tangerang Selatan, Indonesia

Aug 2017 - Apr 2018

Head of Cinematography Extracurricular

- Organized equipment, run filming schedules, and work on project with another crew or members as a whole team.

Cakra Buana Junior High School's OSIS - Depok, Indonesia

Jul 2014 - May 2015

Head of the National and State Division

- Supervised the Flag Ceremony along with the Selection of the Flag Team and other Members, Conducting Training and Guidance for new students who will become the next generation.

Skills, Achievements & Other Experience

- **IRSA National Podcast Competition** (2022): 2nd Place in IRSA Podcast Competition Issued by the Student Senate of the Satya Wacana Christian University Faculty of Social Sciences and Communication · Jun 2022
- **TIMFest Podcast Competition** (2021): 3rd place in the TIMFest Podcast Competition Issued by JakPro & Taman Ismail Marzuki · Dec 2021
- **SPECTA POLKESTA 4.0** (2021): 1st Winner of Specta Polkesta National Podcast Competition Issued by Surakarta Health Ministry & Surakarta Health Polytechnic BEM · Mar 2021
- **SIBERKREASI AWARD 2020** (2020): 2nd Place Podcast Creator (External) SIBERKREASI AWARDS 2020 Issued by the Ministry of Communication and Information, Hangout Creators, and SIBERKREASI · Dec 2020