HADJAR CHANISSA NUR MALIKA

Public Relations · Marketing Communications · Content Strategy

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PROFILE

Content strategist and BNSP-certified Media Relations Officer with a Communication Science degree (GPA 3.90/4.00) from Universitas Ciputra. Combines a journalist's eye for a story with a marketer's drive for results: earned coverage in ANTARA Jatim, Jatimnow and iNews Surabaya for community campaigns, wrote a campus article read **23,000+ times**, grew a faculty TikTok account **1,500%+ organically**, and handled customer relations and executive reporting at a state-owned port operator through the MAGENTA program. Confident on stage as an MC, moderator and speaker for audiences of up to 100+. Fluent in English and Indonesian.

PROFESSIONAL EXPERIENCE

Hexa Images - Surabaya, Indonesia **2026 – Present**
Content Strategist

- Plan and run social media content strategy for a wedding and prewedding photography studio, from content briefs and production to editing and publishing on Instagram.
- Create marketing campaigns for the brand, from concept and messaging to content rollout across social media.
- Evaluate content performance (reach, saves, shares) to refine hooks, formats and topics, balancing growth with brand value.

PT Translindo Samudera Pasific (TopOcean network) - Surabaya, Indonesia **August 2025 – March 2026**
Management Trainee

- Served as the communication point between Translindo Group, TopOcean, corporate clients and international shipping lines, handling high-frequency customer service correspondence.
- Wrote a Project Handbook that standardized operational procedures across all Translindo Group branches, and redesigned the operational workflow to improve client responsiveness.

PT Pelindo Terminal Petikemas - Surabaya, Indonesia **January 2024 – March 2024**
Customer Relations Intern, MAGENTA Program (Kementerian BUMN × FHCI)
Selected for MAGENTA (Magang Generasi Bertalenta), the integrated national talent internship of the Ministry of State-Owned Enterprises, at Indonesia's state-owned container terminal operator.

- Built executive-level presentations and data visualizations for the **Board of Directors** and key customers, turning complex terminal throughput data into clear insights.
- Mapped and analyzed customer throughput data to identify logistics trends, supporting data-driven decisions for the **Key Account Management (KAM)** team.
- Managed strategic documents and reporting between headquarters and regional terminals, improving communication between headquarters and subsidiary branches.
- Facilitated coordination meetings with Key Account Managers to ensure service excellence for corporate customers.
- Served as **Official MC** for an internal corporate event of **60+ participants**, including external customers, and supported high-level online conferences.

Faculty of Communication Science and Media Business, Universitas Ciputra - Surabaya **2020 – 2022**
Web Content Writer

- Wrote 4 SEO-optimized articles a month on communication, media and business; articles averaged **3,000+ views**, and the most-read reached **23,000+**.
- Several articles were cited as references in academic research and local news outlets.

PUBLIC RELATIONS, CAMPAIGNS & EVENTS

International Medical Olympiad (IMO) 2022 - Surabaya, Indonesia **March 2022 – October 2022**
Public Relations Staff

- Acted as liaison between the organizing committee, university representatives and international delegates from medical institutions in multiple countries, managing invitations and professional correspondence.
- Ran media relations, press kits and a multi-channel social media plan that kept messaging consistent across all digital touchpoints.

Ciputra Film Festival 2023 - Surabaya, Indonesia **January 2023 – June 2023**
Marketing Participant Coordinator (Contract)
A national-scale student film festival organized by Universitas Ciputra's communication students.

- Grew participant numbers by **74.24%** through multi-channel campaigns across email, Instagram, TikTok and X.
- Secured partnerships with **10+ media outlets** and creative communities, and wrote the festival's content brief and strategy.

Community Campaigns - Universitas Ciputra **2021 – 2022**
Public Relations & Media Relations

- **Diet Plastik**, a door-to-door campaign with Karang Taruna to cut single-use plastic in Sekardangan, Sidoarjo: earned coverage in **ANTARA Jatim, Jatimnow, iNews Surabaya**, Surya Kabar and Media Jurnal Indonesia.
- **Panggung Cerita**, a storytelling and literacy program with children at Sanggar Merah Merdeka: covered by 9 online outlets, including Kompasiana and Mahasiswa Indonesia.

PUBLIC SPEAKING & HOSTING

Speaker, iTalk with UC Library (UC Tech & Literacy Fest), 100+ students **May 2026**
Master of Ceremonies, PT Pelindo Terminal Petikemas internal event, 60+ participants **January 2024**
Moderator, iTalk with UC Library, two sessions for audiences of 30+ and 60+ **Sep – Oct 2023**
Moderator, Inara Anjangsana Goes to Sidoarjo community event, 50+ participants **April 2023**

CONTENT CREATION

- **@uc_fikom TikTok**: led the content lifecycle from video concepts to editing strategy, driving **1,500%+ organic growth**.
- **Universitas Ciputra YouTube**: produced and hosted video content for the official channel, including the Otolovers series.
- **RBtex**: created social media content and strategy for three sarong brands (Ajmal, Aswad, Al Yamani).
- **Iki Lho Suroboyo**: wrote most of the articles for a website about Surabaya (Best Content Convergent award).
- **Sense of Places**: wrote six articles on Indonesia's traditional markets for a Ministry of Tourism and Creative Economy × Universitas Ciputra research collaboration.

LEADERSHIP

Balawarta Student Journalism Unit, Universitas Ciputra **2021 – 2022**
President

- Revived a near-dormant student media organization by restructuring a team of 15+ members, and built editorial workflows that continued after her tenure.
- Ran SEO and multimedia training that made publishing more consistent and increased audience reach.

EDUCATION

Universitas Ciputra, Surabaya, Indonesia **2020 – 2024**
Bachelor of Communication Science, GPA **3.90/4.00**

- Thesis: Internal Communication Strategy to Improve the Occupational Health and Safety Program for Workers at PT Pelindo Terminal Petikemas.
- Assistant Lecturer for Entrepreneurship Essentials.

CERTIFICATIONS & AWARDS

- Certified Media Relations Officer – BNSP, through STMM "MMTC" Yogyakarta.
- 1st Place, KETIK Journalistic Competition 2021 – HMPP FISH UNESA.
- Best Short Film ("Kinanthi", scriptwriter) and Best TV Program ("Catch Me Up") – Universitas Ciputra.
- Best Content Convergent ("Iki Lho Suroboyo") and Best Business Execution – Universitas Ciputra.
- 3rd Place, PKM Rektor Cup UC ("Pena Puan") and Five Outstanding Research Proposals Award – Universitas Ciputra.

SKILLS

- **PR & Communication:** Media Relations, Press Release Writing, Media Monitoring (Brand24, Mention, Social Searcher), Stakeholder Engagement, MC & Moderating, Strategic Planning.
- **Content & Digital Marketing:** Content Strategy, SEO Copywriting, Social Media Analytics, Scriptwriting, Video Production.
- **Tools:** Microsoft Office 365 (Expert Excel & PowerPoint), Google Workspace, WordPress, Canva, CapCut, VN, Adobe Lightroom.
- **Languages:** Indonesian (native), English (fluent).