

Vivi Alayda Anwar



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Mojokerto, Jawa Timur

Summary

Detail-oriented International Relations graduate (GPA 3.95) with proven experience in administrative operations, research, and digital marketing. Skilled in managing client communication, preparing proposals, and developing strategic marketing content. Experienced in conducting analytical research and handling project coordination in dynamic, fast-paced environments. Known for strong adaptability, attention to detail, and effective collaboration across teams. Proficient in Microsoft Office, Google Workspace, Canva, and data interpretation. Eager to contribute to organizations that value efficiency, creativity, and continuous learning.

Education

Universitas Muhammadiyah Malang - Bachelor of International Relations (2021-2024)
GPA 3,95/4,00

Professional Experience

Bakrie Center Foundation (*Internship*)

Program Development (February 2024 - June 2024)

- Initiated and executed the “TB Awareness on Campus” program targeting 150+ students
- Developed follow-up action plans to minimize tuberculosis transmission
- Delivered community outreach sessions to raise public awareness on TB prevention

Laboratory of International Relations, Universitas Muhammadiyah Malang

Laboratory Assistant (August 2024 - February 2025)

- Organized and managed practical session schedules and events for undergraduate programs
- Ensured thesis and final project formats complied with university guidelines
- Supported research coordination and maintained administrative records

PT Zona Media Indonesia

Research Partner (March 2024 – Present)

- Conducted research and analysis on various documents and reports related to international relations.
- Collaborated with team members to collect, evaluate, and synthesize data from multiple sources.
- Prepared detailed research summaries and recommendations to support internal reports and publications.

J-Box Ltd

Staff Administrative (August - October 2025)

- Managed administrative operations, including responding to client inquiries and preparing offers.
- Developed and implemented marketing strategies to increase engagement and visibility.
- Created and scheduled content ideas for LinkedIn and analysis customer’s data.

Project Highlights

- Business Mapping Project (2024)
- Conducted in-depth analysis of alternative export commodities at regional and national levels
 - Researched export regulations for target countries and evaluated global market competitiveness
- AMKOPFEST (Amadanom Kopi Festival) (2023)
- Led a branding team to promote Kopi Dampit through a large-scale coffee festival
 - Coordinated logistics, stakeholder engagement, and marketing activities
- JUNRESIK (Junrejo Resik) (2024)
- Assessed waste challenges in Junrejo Village, focusing on diaper disposal
 - Proposed practical solutions and collaborated with local authorities to implement improvements

Leadership & Organizational Experience

- Student Executive Board (BEM), Faculty of Social & Political Sciences (2022)
- Human Resources Development
- Oversaw recruitment, training, and performance management for student volunteers
 - Initiated capacity-building workshops and ensured alignment of all units with organizational goals
- Foreign Policy Community Indonesia (FPCI) Chapter Univeritas Muhammadiyah Malang (2022)
- Communicative & Creative Production - Head of Social Media Management
- Developed comprehensive content plans and editorial calendars to boost engagement across platforms
 - Monitored performance metrics and optimized tactics, resulting in a 40% increase in social media engagement
 - Collaborated with cross-functional teams to generate campaign ideas and maintain consistent organizational voice

Achievements

- Best Paper II, International Conference on Humanities and Social Science, 2023
- Best Graduate, Faculty of Social and Political Sciences, Universitas Muhammadiyah Malan

Skills

- **Languages:** English (fluent), Indonesian (native), German (beginner)
 - **Software:** Microsoft Office , Google Workspace, Canva
 - **Research:** Scientific writing, analytical tools, data interpretation
 - **Soft Skills:** Critical thinking, effective communication, public speaking, time management, leadership, event management, negotiation, teamwork, adaptability, problem-solving, creativity, empathy, conflict resolution
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