

I KADEK ARIS DARMA YUDA

Social Media Specialist

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PROFILE

Social Media Specialist and content creator with over two years of professional experience managing social media and producing digital content for an educational institution. Skilled across the full content workflow, from ideation, copywriting, and graphic design to video editing, paid social, and analytics, and comfortable working in both Indonesian and English. Known for pairing creative content with a clear understanding of the numbers behind it.

WORK EXPERIENCE

Social Media Specialist

Feb 2024 - Jul 2026

Universitas Markandeya

- Managed the institution's social media accounts across Instagram, TikTok, and Facebook, handling content strategy, production, and publishing.
- Created graphic designs, copywriting, reels, and short-form videos to support promotion and branding.
- Ran and monitored Instagram ad campaigns and used platform analytics to guide content decisions.
- Produced monthly social media performance reports.

PERSONAL PROJECTS

Content Creator - Ruang Fakta & Ruang Kisah

2024 - 2026

Independent short-form content on TikTok and YouTube

- Built four short-form content accounts from scratch, handling ideation, scripting, AI-assisted visuals, editing, and analytics independently.
- Reached a combined 22M+ views across platforms.
- Compared performance across TikTok and YouTube to understand what drives reach versus audience growth.

ORGANIZATION EXPERIENCE

Coordinator - Digital Media & Public Relations

2023 - 2024

BEM Universitas Markandeya

- Managed the student body's communication and publications across social media.
- Led the media team in producing content for campaigns and student activities.
- Planned publication strategies to improve event reach and student participation.

Coordinator - Publication, Documentation & Decoration

2023

Markandeya Festival

- Led digital promotion to raise awareness of the festival.
- Managed the documentation team producing event photos and videos.

TRAINING & CERTIFICATION

Social Media Marketing Training

Jul – Aug 2026

Balai Diklat Industri (BDI) Denpasar

- Intensive training program on social media marketing and digital strategy.

EDUCATION

English Education

2025

ITP Markandeya Bali

Hospitality

2020

SMK N 1 Tembuku, Bangli

LANGUAGES & SKILLS

- Bahasa Indonesia (Native), English (Intermediate)
- Content Strategy & Copywriting
- Social Media Management (Instagram, TikTok, YouTube, Facebook)
- Paid Social (Meta Ads) & Social Media Analytics
- Graphic Design (Canva, Adobe Illustrator, basic Photoshop)
- Video Editing (CapCut)