

# GANDARI TRI ADIFA

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## SUMMARY

Communication Science graduate with experience in digital marketing, content creation, and business communication across healthcare and technology industries. Skilled in social media management, SEO writing, content planning, and visual content production. Proven ability to develop engaging marketing materials, support campaign execution, and communicate effectively with diverse audiences. Experienced in collaborative projects, event coordination, and creative content development using digital tools and social media platforms.

## EDUCATION

Bhayangkara University of Surabaya 2019 – 2023  
Bachelor of Communication Science, Public Relations Concentration GPA 3.84

## PROFESSIONAL EXPERIENCE

**PT Graha Ksatria Envirotama (GL — IPAL Green Leaf)** Mar 2025 – Mei 2026  
Relationship Officer

- Secured 5 government procurement projects valued at Rp 13.8 billion across East Java and NTB through strategic communication and relationship management.
- Conducted product presentations and consultations for government institutions, hospitals, and healthcare facilities across multiple regions in Indonesia.
- Managed communication and engagement with 20+ clients across public and private sectors to support business expansion initiatives.
- Collaborated with internal teams to develop business communication strategies and identify market opportunities across healthcare facilities.
- Supported field analysis and business development planning across 10+ healthcare facilities in 4 provinces.

**PT Disty Teknologi Indonesia** Aug – Dec 2022  
Digital Marketing Intern

- Designed Instagram feed content and promotional materials using Canva for the company's official social media platforms.
- Wrote SEO-friendly articles related to education and technology for publication on the Media Bangsa website.
- Contributed to company profile video production through concept development, script writing, voice-over preparation, and audio editing using Audacity.
- Supported webinar event coordination attended by 60+ participants as part of the steering and documentation committee.

**Balai Monitor Spektrum Frekuensi Radio Kelas I Surabaya** Jul – Aug 2022  
Public Relations Intern

- Created promotional posters and social media content for the institution's official Instagram account.
- Produced cinematic video content for Independence Day campaigns using creative storytelling and voice-over narration.
- Managed document input and archiving processes for 100+ incoming and outgoing assignment letters.

## ADDITIONAL INFORMATION

**Skill:** Digital Marketing, Content Creation, Social Media Management, Content Planning, SEO Writing, Copywriting, Brand Communication, Marketing, Negotiation, Communication, Photography, Videography, Video Editing Canva, CorelDraw, CapCut, Kinemaster, Audacity, Microsoft Office, Google Workspace, Wix, Presentation, Public Speaking, Communication, Collaboration, Stakeholder Engagement

**Achievement:** Speaker at RRI Surabaya Pro 2 "Sore Ceria" representing Bhayangkara University for Kampus Merdeka Program (2023), CV & Interview Workshop Facilitator with 1,000+ participants; mentored 60+ participants and reviewed 18 CVs (2023), Volunteer audiobook contributor for children's literacy collaboration with Gemari Baca, Sekolah Literasi Indonesia, Let's Read Indonesia, and Alusia (2023), Published article "Poles Wisata Berkonsep Alam di Selotapak" in Harian Pagi Surya / Tribun Network (2022).

**Languages:** Native Indonesian, Intermediate proficiency in English