

REFANKA AL FIQI

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PROFESSIONAL SUMMARY

Journalism student at IISIP Jakarta with 3+ years of hands-on experience across YouTube, Instagram, and radio. I thrive at the intersection of storytelling and strategy — writing scripts that hold attention for 30–60 minutes, hosting content that feels natural on camera, and using performance data to keep improving what I put out. Whether producing end-to-end or collaborating within a team, I bring care, consistency, and curiosity to every project.

WORK EXPERIENCE

Content Producer & Social Media Team Member

IISIP Jakarta Social Media Team | Jul 2024 – Present

- Produce scripts for documentary, podcast, and entertainment programs; develop interview frameworks for multi-episode series.
- Serve as on-screen host and talent across YouTube and Instagram formats.
- Handle videography and video editing for institutional promotional content.
- Analyze YouTube and Instagram performance metrics to identify engagement trends and guide content decisions.
- Manage content scheduling, publishing cadence, and community engagement.

Scriptwriter & YouTube Moderator

YouTube TNM | Jan 2023 – Sep 2023

- Wrote long-form scripts (30–60 min) covering trending social and cultural issues for a high-traffic YouTube channel.
- Conducted thorough fact-checking and research to maintain content credibility.
- Moderated live-stream comment sections and monitored audience sentiment in real time.
- Delivered engagement insights to inform future content strategy.

INTERNSHIP EXPERIENCE

Scriptwriter, Copywriter & Talent

Bumi Kardus | Oct 2023 – Feb 2024

- Created educational sustainability content scripts for Instagram Reels and feeds.
- Wrote podcast scripts featuring environmental professionals and activists.
- Produced copywriting and marketing materials for product promotion across digital platforms.
- Appeared as primary on-screen talent in social media campaigns.

News Production Team (Multi-role)

Radio Elgangga | May 2023 – Aug 2023

- Rotated across reporter, field coordinator, cameraman, and video editor roles in a live news production environment.
- Delivered end-to-end news production workflows from coverage planning to post-production.
- Produced news-based video content distributed to digital audiences.

PROJECTS & ORGANIZATIONS

Founder & Content Creator

Ocupular (Personal Project) | Apr 2024 – Jan 2026

- Built and managed an Instagram content account focused on youth issues and personal development.
- Created scripts for Reels and carousel posts; appeared as on-screen talent.
- Analyzed engagement metrics and refined content strategy to grow audience reach.
- Managed full content calendar: scheduling, publishing, and community engagement.

Podcast Producer

Obtai Radio | Dec 2020 – Dec 2022

- Led production of three simultaneous podcast programs end-to-end.
- Oversaw scriptwriting, audio production, thumbnail design, and publishing.

- Maintained consistent quality and delivery schedule across all programs.

ADDITIONAL EXPERIENCE

Esports Commentator / Caster

Mobile Legends Tournament (South Jakarta & surrounding areas)

- Delivered live play-by-play commentary and match analysis for high school team tournaments.
- Collaborated with production and event teams to ensure smooth broadcasts.

EDUCATION

Bachelor of Journalism Science

IISIP Jakarta | Expected Graduation: 2026

SKILLS

Content Creation: Scriptwriting · Copywriting · Podcast Production · Content Strategy

Production: Video Editing · Videography · Audio Editing · End-to-end Workflows

On-screen: Hosting · Talent / Presenter · Live Commentary

Social Media: Social Media Management · Content Scheduling · Community Engagement · Audience Engagement

Analytics: Performance Metrics Analysis · Instagram Insights · YouTube Analytics

Journalism: Research · Fact-Checking · Interviewing · News Production