**Curriculum Vitae**



**Personal Details**

Full Name : Fitria Avicenna

Nickname : Fifi

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Email : Fitria.avicenna@gmail.com

Sex : Female

Date of Birth : January 24th, 1990

Place of Birth : Surabaya

Blood Type : B

GPA : 3.00

Nationality : Indonesian

Religion : Moslem

Formal Education

2015 – 2016 : Master Degree of Communication Studies (Specialization:

Marketing Communication) University of Twente

2008 – 2012 : Bachelor Program of Communication Studies – Social and

Political Science Brawijaya University (Majoring Public Relations)

2005 – 2008 : SMA Negeri 8 Malang

Non-formal Education

2014 TOEFL iBT preparation

2012 - 2013 English Course

Organization Experience

2015 Sponsorship Coor. of Indonesian Evening, PPIE, The Netherlands

2012 – 2013 National Communication Coordinator in AIESEC Indonesia

2011-2012 LC Vice President of Communication in AIESEC UB

2008 – 2009 Staff of Humas in Himpunan Ilmu Komunikasi FISIP UB

Internship and Working Experience

2012 – 2015 Teaching assistant of Communication Departement, UB IV

2011 PR Program Production of AIESEC Khabarovsk, Russia.

2010 – 2011 Script writer and announcer of RRI Pro 2 as AIESEC representative

Formal Writing Experience

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| 2016 | Online Reviews: The effect of Sources and Framing of reviews on eWoM credibility, product attitude, purchase intention, and WoM intention |
| 2015 | Reseacher on as study “Implementasi Nilai Lokal dalam Internal Branding Kepolisian Resort Malang Kota Melalui Integrasi Program Komunikasi” |
| 2015 | Self identity through pictures of food on Instagram |
| 2014 | Gelombang Baru Komunikasi Pemasaran Di Media Sosial: Shoutout for Shoutout pada Akun Instagram Di Era Pemasaran 3.0 |
| 2011 | The Role and Function of Public Relations in Issues Management as an Attempt to Build the Image of a Company (Study in Public Relations PT. PLN) |