na.margi@gmail.com // (+62) 812 905 85185 // Komp DKI B10 No. 5, Pondok Kelapa, Jakarta.

Lina Margi Lestari

Single. Female. Born in Jakarta, October 25, 1988

Experienced in Digital Marketing and Social Media for Brands

Formal Education

Akademi Komunikasi BSI
Public Relations
2009 – 2013

I taught how to create and building the images of individuals as well as businesses and other organizations. I always have been excited to learn more about photography, media monitoring, cyber PR, and also digital marketing.

Work Experiences

PT. Kreasi Cipta Imaji
Digital Media Division
April 2013 – June 2014
Social Media Officer

Writing content and maintaining social media account. Manage planning, tracking, reporting and analytics of online advertising campaigns. Developing promotion activity through social media. Manage Digital Ad Placement with Media Partner. Evaluating the result of each promotion activity.

PT. XL Axiata Tbk
Marketing Regional Team
April 2012 – Oktober 2012
Digital Promotion Staff

Maintain Social Media of all XL Jabodetabek Regional Account. Plan and synergizing Online promotion activity to offline action. Help marketing regional team to build brand activation through events and digital activation.

Kementerian Pekerjaan Umum RI
Pusat Komunikasi PU
Oktober 2011
PR Internship / Media Monitoring

The key task as an intern media monitoring staff is to browse newspapers and the Internet for news that related to Indonesian public works issues. Compiles article clippings, analyze and categorize the news sentiments then keeps them in central location so they can be consulted when needed.

Radio Pelita Kasih
GRI Representative Volunteer
April - December 2011
Co-Announcer

As one of the representative from Goodreads Indonesia, cooperated with RPK Radio I joined a weekly radio show called “You and the city”. Every week, I had discussions with the author of a book or interview literature communities.

If you are interested in, please contact me at **0812 905 85185** or via email at **na.margi@gmail.com**.

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Skills

- Microsoft Office
- Social Media Tools
- Ad Copywriting
- Adobe Photoshop
- English

Reference

Lewi Verdatama
Digital Media Manager
PT. Kreasi Cipta Imaji
Grand Wijaya Center Blok D6
Jl. Wijaya 2, Kebayoran Baru, Jakarta.
0812-8616-8222
http://id.linkedin.com/in/lewiverdatama

Social Media Tools

SPROUTSOCIAL
socialbakers
hootsuite
TweetDeck
KATAPEDIA
Sendible
tweetreach

Hobbies & interest

- **Music** : Listening some new radio hits. Learn how to play guitar.
- **Watch Movies** : Interested to watch action, comedy, and animation movies.
- **Reading** : Love to read inspiring and creative books also fiction books.
- **Photography** : Still in process of mastering photography and love to capture sky view.

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