

IVENA FARIZA EFFENDY

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PROFILE

Communication Science student with experience in digital content development, project management, event management, and entrepreneurial activities. Accustomed to working in teams as well as leading projects involving various stakeholders. Skilled in communication, public speaking, strategic planning, and activity coordination to achieve established targets. Actively participates in various programs, competitions, and organizations that support the development of professional and leadership skills. Able to adapt quickly and highly motivated to continue learning and growing in a dynamic work environment.

EDUCATION

Bachelor's Degree in Communication Science, GPA: 3.88 **September 2023 – Present**
Telkom University – Bandung

ORGANIZATIONAL EXPERIENCE

Podcast Guest **May 2026**
Zora.id
- Participated as a podcast guest to discuss communication, leadership, and self-development topics.
- Shared organizational and creative project experiences through engaging digital discussions.
- Built audience interaction through digital platforms by delivering relevant and communicative insights.

CEO **October 2025 – December 2025**
PudyPop Business Project
- Led business planning, marketing strategy, and product branding development.
- Managed team operations, task distribution, and regular project performance evaluation.
- Monitored project targets and ensured business activities were executed according to plan.
- Achieved an A grade as the final evaluation result for the business project.

Team Leader **November 2025**
BIZCREATE Business Plan Competition
- Led the team in preparing the business proposal, marketing strategy, and presentation concept.
- Coordinated task distribution among team members to ensure an effective preparation process.
- Directed the development of presentation materials and project completion within the competition deadline.

Project Manager **March 2025 – June 2025**
Nadaloka Urban Village 2026
- Led the planning and execution of a national-scale event attended by approximately 1,000 participants.
- Coordinated the team, stakeholders, operational needs, and event execution flow.
- Developed a social campaign concept to increase awareness of the selected social issue.
- Ensured the event was delivered according to targets, timeline, and implementation standards.

Teaching Volunteer **March 2025**
Tel-U Edu Movement, Ramadan Sharing Program
- Provided education and mentoring to participants in a community-based social program.
- Participated in community service activities to support broader access to education.
- Assisted in delivering an interactive, organized, and meaningful learning program.

Lead Actress **February 2025 – May 2025**

Anala Series, Ikom Channel

- Played the lead role in a digital series production for creative content purposes.
- Collaborated with the production team in concept development, filming, and character delivery.
- Supported content production quality through role preparation, team communication, and consistent performance.

Event Staff **December 2024**

SDGs Campus Program

- Supported the implementation of a campus program based on the Sustainable Development Goals (SDGs).
- Assisted with participant coordination, event requirements, and activity execution throughout the program.
- Carried out operational tasks according to team direction to ensure the event ran smoothly and effectively.

Event Staff **October 2024**

Be Smart

- Assisted with technical and operational event preparation before and during the activity.
- Supported logistics, participant coordination, and event agenda execution.
- Maintained event flow through teamwork and responsive communication.

Field Coordination Staff **October 2024**

Ikom Competition

- Coordinated technical and field operational needs during the competition.
- Ensured the activity flow ran smoothly, on schedule, and according to the event agenda.
- Collaborated with committee members to address participant needs and technical issues in the field.

Lead Talent **October 2024**

Ikom Fair

- Served as the lead talent for event promotion and publication activities.
- Supported the delivery of communication messages to audiences through visual content and promotional activities.
- Collaborated with the creative team to ensure publication materials aligned with the event concept.

Volunteer **July 2024**

Social Entrepreneurship Program, AIESEC

- Developed business and marketing strategies to support a social entrepreneurship project.
- Collaborated in branding activities, program communication, and awareness development.
- Supported engagement activities to expand the program’s reach to the target audience.
- Selected for an internship opportunity as a Social Media Specialist at Dissop.id.

Lead Talent, Cinematography Editor & Storyboard Developer **May 2024**

Kokomo TikTok Cinematography Project

- Served as the lead talent in producing digital promotional content for a local MSME.
- Developed creative concepts and storyboards for social media campaign needs.
- Edited short-form videos for digital publication, particularly TikTok-based promotional content.
- Collaborated throughout the content production process to support audience engagement and digital appeal.

Chief Organizer **December 2023**

Joytime Seminar

- Led seminar planning, coordination, and execution from preparation to event completion.
- Managed the committee team, task distribution, and work progress monitoring to ensure the event met its targets.
- Coordinated with speakers, participants, and related parties to ensure all event needs were fulfilled.

- Supervised technical and operational aspects to ensure the seminar ran smoothly, effectively, and professionally.

ACHIEVEMENTS

- Semifinalist – Beyond Business Plan National 2.0 – Advanced to the semifinal stage in a national-level Business Plan competition, May 2026.
- 2nd Place Winner – BIZCREATE Business Plan Competition – Achieved 2nd place in the BIZCREATE Business Plan Competition, November 2025.
- 1st Place Winner – AIESEC Business Plan Competition – Achieved 1st place in a Business Plan competition organized by AIESEC, July 2024.
- Highest GPA in the Cohort – Achieved the highest GPA in the cohort during the 2023–2024 Academic Year.

SKILLS

- **Soft Skills:** Communication, Leadership, Teamwork and Collaboration, Problem Solving, Project Management, Creative Thinking, Adaptability, Time Management
- **Hard Skills:** Microsoft Office (Word, Excel, PowerPoint), Canva, CapCut, VN Video Editor
- **Languages:** Indonesian (Active), English (Passive)