



# ZULFIA HUSNA

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An Undergraduate Anthropology student who has a keen interest in creative fields and fieldwork. Previously tackled in content creation, graphic design, social media management, and media relations projects, while actively seeking opportunities to contribute and grow in the field of Corporate Social Responsibility (CSR).

## Work Experiences

### Belajarsosmed.com - Hybrid

Jun 2025 - Present

#### Social Media Officer Intern

- Managed the company's LinkedIn account, including content creation, audience growth initiatives, and performance analysis.
- Developed 12 content briefs, ensuring alignment with brand identity and target audience engagement through formats such as carousel posts, reels, and single images.
- Executed daily engagement activities on Instagram, LinkedIn, and X (formerly Twitter), to increase community interaction and brand loyalty.

## Education Level

### SMAN 10 Bandung - Bandung, Jawa Barat

Aug 2021 - Jun 2023

#### High School Diploma in IPS

### Universitas Padjadjaran - Sumedang, Jawa Barat

Aug 2023 -

#### Undergraduate Anthropology

## Organisational Experience

### Huria Mahasiswa Antropologi

Jan 2025 - Present

#### Head of Entrepreneurship

- Organized and managed the production and sales of merchandise to drive the organization's fundraising efforts.

### Student Executive Board (BEM), Faculty of Social and Political Sciences, Universitas Padjadjaran - Sumedang, Jawa Barat

Apr 2024 - Dec 2024

#### Media Specialist Staff of External Relation Department

- Managed, designed, and published 10 video contents on BEM FISIP UNPAD's Instagram and TikTok to actively build and extend external network connections.
- Managed and grew the internal department's Instagram account, including designing feeds and publishing them.
- Sealed a partnership deal with MSME (Micro, Small, and Medium-sized Enterprises) around Jatinangor area.

### Gamaban Road to School 2025: Naraya Adhiwangsa - Bandung, Indonesia

Oct 2024 - Feb 2025

#### Vice Head of Commercial

- Managed a team of 14 staff, structured into four subdivisions: Concept, Supplier, Promotion, and Contact Person.
- Successfully sold three product types: sticker packs, keychains, and rubber bands, with individual sales exceeding 700+ sticker packs, 400+ keychains, and 400+ rubber bands.
- Managed Promotion division which successfully published 11 contents on TikTok (@bandros2025) and Instagram (bandrosgamaban).

### Human Mengabdi - Sumedang, Jawa Barat

Mar 2024 - May 2024

#### Staff of Teacher

- Delivered educational materials to 3rd and 4th-grade elementary school students.
- Supervised and supported students in creating various craft and creative projects, encouraging imagination and hands-on learning.

### Penerimaan Raya Mahasiswa Baru Universitas Padjadjaran - Sumedang, Indonesia

Jun 2024 - Aug 2024

#### Staff of Finance

- Contributed as a part of the Merch team by driving merchandise sales through social media content.
- Planned, edited, and posted 6 content for merchandise promotion on TikTok (@prabunpad) and Instagram (@prabunpad).

### Gamaban Road to School 2024: Castella - Bandung, Jawa Barat

Oct 2023 - Jan 2024

#### Staff of Public Relation

#### Gamaban Road to School (Bandros)

- Coordinated formal permission requests and communication with school authorities at SMAN 16 Bandung and SMA Labschool UPI Setiabudi to ensure clear, timely, and effective communication throughout the event. Delivered presentations about Universitas Padjadjaran to increase student awareness and understanding of the university's academic programs, campus life, and admission

process.

<b>Huria Mahasiswa Antropologi - Sumedang, Jawa Barat</b> <i>Staff of Arts, Culture, and Sports Department</i>	Feb 2024 - Dec 2024
<b>Antropologi Awards 2024</b> <i>Staff of Publication and Design</i> <ul style="list-style-type: none"><li>Created a visual design for event banners and lanyard for committee member identification card.</li></ul>	Nov 2024
<b>Antrop Cup x Adik Kakak Asuh - Sumedang, Jawa Barat</b> <i>Vice Project Officer</i>	Mar 2024 - May 2024
<b>Antropologi Awards 2023 - Sumedang, Jawa Barat</b> <i>Staff of Decoration</i> <ul style="list-style-type: none"><li>Designed and constructed event decorations aligned with the 'Spooky November' event theme.</li><li>Served as the MC during the event, ensuring smooth flow and audience engagement throughout the program.</li></ul>	Oct 2023 - Nov 2023
<b>Etnofest 2023 - Sumedang, Jawa Barat</b> <i>Volunteer Staff of Event</i> <ul style="list-style-type: none"><li>Menjadi timekeeper pada pre-event Etnofest: Ngariung</li><li>Berperan sebagai LO MC pada puncak acara Etnofest</li><li>Menjadi timekeeper pada puncak acara Etnofest</li></ul>	Sep 2023 - Oct 2023
<b>Etnofest 2024: Heritage on a Plate</b> <i>Vice Project Officer</i> <ul style="list-style-type: none"><li>Managed the Publication &amp; Design that successfully ran Instagram (@etnofest) and TikTok (@etnofest2024) accounts.</li><li>Managed Sponsorships divisions that successfully signed a deal with Gojek, Bajamba Kapau Resto, and ...</li><li>Managed the Public Relations that successfully</li></ul>	May 2024 - Oct 2024

## Skills, Achievements & Other Experience

- Projects** (2024): Conducted an ethnographic fieldwork focusing on activities at the 3R Waste Management Facility in Cileles Village, Jatinangor, as part of the Ethnography course.
- Projects** (2025): Conducted an ethnographic fieldwork focusing on the dynamics of gender roles in performance art in Cirebon