

# Ardela Nabila

South Tangerang | +62 821 3330 5540 | [ardelanabila@gmail.com](mailto:ardelanabila@gmail.com)  
[bit.ly/PortfolioArdelaNabila](https://bit.ly/PortfolioArdelaNabila) | [www.linkedin.com/in/ardelanabila](https://www.linkedin.com/in/ardelanabila)

---

## About Me

A versatile and results-oriented professional with more than **four years of experience in the media industry**. Beyond journalism, I have honed my skills in branding through **creative writing, content development, social media copywriting, and media relations**. This breadth of experience, driven by a passion for storytelling, has allowed me to successfully navigate diverse roles within the media landscape.

---

## Education

### Diponegoro University (2017 – 2021)

*Bachelor of Arts in English Literature - GPA 3,58.*

- Concentration: American Studies.
- Activity: English Department Students Association (2019 – 2020).

---

## Skills

- Article Writing
- Translating, Editing, and Proofreading
- Copywriting and Content Development
- Media Relations and Monitoring
- Communications
- Negotiations

---

## Work Experience

### TFR News & Frankly Digital Agency – PT Wadah Imajinasi Nusantara

*Journalist, Copywriter, & Media Relations (November 2022 – Present)*

- **Successfully enhanced website traffic by 22%** and **pageviews by 17%** through the development and publication of original articles for TFR. Utilized **Search Engine Optimization (SEO)** techniques to generate over 12,000 additional pageviews.
- Conducting in-depth interviews with prominent figures.
- Demonstrating proficiency in **research, interviewing, writing, proofreading, and the effective use of digital tools** such as Squarespace and Google Trends.
- Representing TFR at **press conferences and media briefing events**, fostering collaborative relationships with brand representatives and fellow journalists.
- Contributing significantly to the development of **daily social media content** for TFR, Jakarta Doodle Fest, and LittleDoodle.
- Served as a **Copywriter** and **Media Relations** for Frankly's clients, including **Louken Group, BTN Prioritas, Sarirasa Group, Sarirasa Catering, and KFC Indonesia**. Developed social media content and contributed to the successful event activations for **MiiR** and **Andrew Shoes**.

### Meraki Agency

*Freelance TikTok Copywriter (August 2023 – January 2024)*

- Successfully created and managed **90 engaging TikTok videos** for BINUS International.
- Achieved impressive audience reach with **over 1.5 million video impressions**.
- **Increased followers by more than 2.000, boosted profile visits by 30%, and enhanced engagement growth by 3%.**

### Parapuan.co – Grid Network, Kompas Gramedia

*Journalist (October 2021 – October 2022)*

- **Successfully increased website traffic** for Parapuan.co by creating and publishing original news articles that incorporated **Search Engine Optimization (SEO)** best practices.
- Conducted interviews with prominent women figures, including politicians and CEOs.

- Demonstrated proficiency in **research, interviewing, writing, proofreading, and utilizing digital tools** such as Content Management Systems (CMS) and Google Trends.
- Represented Parapuan.co at **press conferences and media briefing events**, fostering connections with brand representatives and other journalists.

---

### Events powered by TFR

#### Jakarta Doodle Fest and LittleDoodle

*Copywriter & Media Relations* (July 2023 – Present)

- **Generating copy** for the event's social media account while strictly adhering to a **consistent brand voice**.
- **Managing all aspects of media relations**, including contacting, negotiating, and maintaining relationships with media partners.
- Successfully contributed to secured **60+ media partnerships** for Jakarta Doodle Fest 2025 and **25+ media partnerships** for LittleDoodle 2025.

### Projects at Frankly (an agency under TFR)

#### Andrew Shoes

*Media Relations* (November 2025)

- Successfully contributed to secured **10 media buying** for the reopening of Andrew Shoes' store in Palembang.
- **Managed all aspects of media relations**, including contacting, negotiating, and maintaining relationships with the journalists & content creators.

#### KFC Indonesia

*Media Relations* (May & September 2025)

- Successfully contributed to secured **10 media buying** for KFC Indonesia's KFCKu App Launch in July and KFC x PSS Sleman campaign in September 2025.
- **Managed all aspects of media relations**, including contacting, negotiating, and maintaining relationships with the journalists & content creators.

#### Louken Group Singapore

*Media Relations* (February – March 2025)

- Successfully contributed to secured **20+ media partnerships** for Louken Group's first-ever exclusive pop-up gallery event in Indonesia, Marketing Mixer and Nova Now.
- **Managed all aspects of media relations**, including contacting, negotiating, and maintaining relationships with media partners.

#### Sarirasa Group

*Copywriter* (January 2023 – December 2024)

- **Developed social media content** for Sarirasa Group and Sarirasa Catering Instagram accounts.
- **Consistently ensured that the content aligns with the brand's voice, values, personality, and tone.**

#### Goodliving Magazine by BTN Prioritas

*Content Writer* (January 2023 – December 2024)

- **Conducted thorough research to gather informative and relevant data** for the client, ensuring factual accuracy and credibility.
- **Ensured that the content aligns with the brand's voice, values, personality, and tone.**