

DEVINA DHEA PABUNDU

CORPORATE COMMUNICATION | BRAND & MARKETING | PROJECT & EVENT MANAGEMENT | COMMUNITY & STAKEHOLDER ENGAGEMENT | BRAND ACTIVATION | SOCIAL MEDIA wa.me/6281235414147 |
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PROFESSIONAL SUMMARY

Results-oriented early career in Marketing Communications & Public Relations professional with expertise in brand communications, stakeholder engagement (including media relations) and social media. Adept at translating brand objectives into targeted initiatives, strengthening consumer engagement, and leveraging performance data to evaluate campaign effectiveness and inform strategic decisions. Combines strong relationship-building, project management, and analytical capabilities to drive brand acceptance, expand consumer engagement, and deliver measurable business impact.

SELECTED HIGHLIGHTS

- Generated 500+ product sales in two days by leading an end-to-end e-commerce and brand activation campaign for Mera Indonesia and Kotty.
- Grew social media followers by 10% (50,000 to 55,000) in three months by managing digital marketing communications for two consumer brands.
- Increased campaign submissions by 224% (90 to 292), achieving 146% of the target by leading Astra Financial's Journalist Competition strategy, promotion, and outreach.
- Produced 30+ social media content pieces and 20+ press releases to support brand communications, promotional campaigns, and media visibility.
- Managed media relations with 500+ journalists and coordinated on-site engagement with 100+ journalists; monitored media coverage and analyzed PR value using media monitoring tools.

PROFESSIONAL EXPERIENCE

Astra Financial | ***June – September 2025***
Corporate Communications Intern (Project Based - GIIAS 2025)

- Led end-to-end development and execution of the Astra Financial Journalist Competition, from competition framework and landing-page brief to promotional strategy and media outreach.
- Increased Astra Financial Journalist Competition submissions from 90 to 292 (+224%), achieving 146% of the 200-submission target.
- Produced 20+ press releases and developed content briefs and edited Instagram content to support Journalist Competition & GIIAS 2025.
- Managed media relations with 500+ journalists and coordinated on-site engagement with approximately 100 journalists during GIIAS 2025; monitored media coverage and analyzed PR value using media monitoring tools.

FIFGROUP by Astra International | ***May – December 2024***
Corporate Communications Intern

- Developed crisis communication guidelines and supported their socialization to branch heads across 200+ FIFGROUP branches to encourage consistent internal messaging.
- Supported media relations for Astra Group events, including IMOS 2024, press conferences and internal events, coordinating media engagement before, during and after activities.
- Planned and produced 30+ Instagram and YouTube content pieces over seven months, supporting the development, execution and publication process.
- Prepared terms of reference, speech materials and 15+ press releases; supported media pitching and publication across 20+ platforms, including Kompas, Detik and CNN Indonesia.
- Coordinated media kits, press conferences, media gatherings and invitations, and built working relationships with 50+ media contacts.

- Prepared press releases and supported internal corporate events in collaboration with EHS, CSR and Sustainability teams to incorporate relevant activities and messages.

Telkom Landmark Tower by Telkom Indonesia | ***June – August 2023***
Marketing Communications Intern
- Maintained communication with tenants, discussed venue needs and expectations, and supported increased venue usage for external events and weddings.
- Coordinated documentation and communication between Marketing Communications and Finance, including fund requests, invoices and financial reports.
- Created 15+ Instagram Stories and feed posts to promote the tower's brand and internal activities; coordinated with talent and prepared creative briefs.

Pertamina Foundation by PT Pertamina (Persero) | ***September – December 2022***
Creative Content Writer Intern
- Developed CSR communication content by researching community-impact initiatives and translating program information into clear, engaging narratives aligned with the foundation's communication objectives.
- Created cross-platform social media campaign content for Instagram, Twitter, and LinkedIn, ensuring consistent brand messaging and organizational positioning.
- Developed 20+ editorial plans and tailored content materials to support the foundation's CSR communication strategy and strengthen consistency across digital channels.

Start Friday Asia | ***February – April 2021***
Marketing Communications Intern
- Managed two social media accounts, Kotty and Mera Indonesia, contributing to follower growth from 50,000 to 55,000 (10%) over three months.
- Led an end-to-end business-to-e-commerce and brand activation campaign for Mera and Kotty that generated 500+ product sales in two days.
- Developed a Ramadan hampers campaign, including concept development, product selection, price research and campaign execution.
- Planned and published 5+ Instagram posts daily, coordinated with influencers/KOLs, and worked with marketing, sales, store and editorial teams.

EDUCATION

University of Indonesia | September 2024 – Agustus 2026
Master of Marketing Communications and Public Relations | GPA: 3.7/4.00

Telkom University | August 2020 – November 2023
Bachelor's Degree in Digital Marketing Communications | GPA: 3.85/4.00
Bank Indonesia Scholarship Awardee for two years.

LEADERSHIP & PROFESSIONAL DEVELOPMENT

Head of Creative Event, Redial 2.0; Head of Partnership & Sponsorship Event, IPSMF (international event); Project Manager, Urban Village & Idea Festival; Chief of Proker Fair (internal event).
Udemy — Event 3.0: Modern Marketing for Event Professionals (January–February 2024).

SKILLS & LANGUAGES

Core: Corporate Communications, Public Relations, Media Relations, Corporate Writing, Internal Communications, Communication Strategy, Stakeholder Coordination, Corporate Events, CSR Communications, Marketing Communications, Partnerships.
Tools: Microsoft Word, Excel and PowerPoint; Google Docs, Sheets and Slides; Canva; Adobe Photoshop; Adobe Illustrator.
Languages: Indonesian; English (English Proficiency Test score: 510).