

Adinda Hawani



Ex Community Support



PORTFOLIO

2026

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2025 ABOUT ME

Ex Community Support at Grab Indonesia

EX Community Specialist at UBiofresh Indonesia

I'm Adinda Hawani, an Ex Community Support. I strive to curate content and run live events, serving as the primary liaison between internal teams, vendors, and merchant partners. I've had the chance to work behind the scenes and on the frontlines—whether it's organizing a livestream for small business owners, acting as customer service, crafting content for Facebook groups, or making sure every touchpoint with a merchant feels human, helpful, and clear.





Experience



PORTFOLIO

2021-2022

Engagement Support

Coordinator (Jabodetabek)

- Description: Become a host for Facebook Live for educating merchants in the Jabodetabek area.

Results: 114 joiners in the new merchant

- Description: Create and build a Facebook Group for 1 year.

Result: Success in inviting as many as 5000 merchants to join the group.



Curated and hosted Facebook Group Live Community



Create a Facebook Group Community from 0 up to 5K members



Blast comms for merchants as reminder via App-Innbox and email.



Experience



PORTFOLIO

2022 - 2023

Community Support

Coordinator

- Description: Organize an event and any related merchant engagement activity (Livestream and on-site).

Results: Channel for educating merchants about new products in apps with 80% positive satisfaction

- Description: Perform administrative tasks related to the merchant.

Result: Observe about merchant struggles and necessities, deep dive into merchant excellence. their struggles are turned into content/livestream topic to answer their questions



Be a liaison officer between internal and Merchant Ambassador



Project coordinator for Store Visit Merchant in 10 Cities in Indonesia



Curate and be a host for onsite event Community Merchant GrabFood/GrabMart



Adinda Hawani – Portfolio



Draft theme, visual, speaker, and operational for IG Live

Create a live stream on Facebook from initial planning, invitation content, and also become a host



PERWIRA GrabMerchant
Admin · GrabMerchant ID · 16 Jun 2023 · 🗨️

Hi PERWIRA GrabMerchant, terima kasih sudah menyaksikan NGOBAR dengan Tim GrabKios Untuk meningkatkan performa NGOBAR kami silahkan mengisi form feedback dengan link di bawah ini atau bisa langsung mengunjungi postingan Facebook kami [https://grb.to/saran_acaraperwira](https://grb.to/saran_acaraperwira)

Masukan dan Saran Acara PERWIRA Online & Offline

Halo PERWIRA GrabMerchant!

Terima kasih sudah mengikuti rangkaian kegiatan PERWIRA. Untuk meningkatkan kualitas dan performa dari acara ini, Kami mohon kesediaan mas, mbak dan kakak WIRA untuk mengisi kuesioner ini ya. Mohon untuk mengisi jawaban dengan sejujur-jujurnya agar menjadi evaluasi untuk mengadakan acara lainnya.

Terima kasih.
Salam PERWIRA!

* Indicates required question

Nama Resto Sesuai Aplikasi *

Your answer

docs.google.com
Masukan dan Saran Acara PERWIRA Online & Offline

Collect feedback from group members as merchants which will be used as content and reflection for the community team in the future.



Experience



PORTFOLIO

2026

Community & Customer

Operation Specialist

- Managed end-to-end community operations across WhatsApp and Instagram, ensuring consistent activity and interaction

Result: *High-Touch Engagement: Berhasil melampaui target diskusi personal (1-1 Discussion) sebesar 250% (50 sesi dalam 31 hari), yang membuktikan efektivitas pendekatan personal dalam tahap inkubasi komunitas.*



Experience



PORTFOLIO

2026

Community & Customer

Operation Specialist

- Planned, created, and published engaging content for WhatsApp and Instagram to drive awareness and participation
- Acted as the first point of contact for product consultations, providing timely and helpful responses to community members

Result: Mencapai 80% Reply Rate pada diskusi 1-1. Ini membuktikan bahwa skrip komunikasi yang dirancang dalam SOP berhasil membangun kepercayaan (trust) dan memicu respons aktif dari anggota.



A handful of moments during offline events



Student Ambassador Series

Dear, **TOP 50**
You're Invited to:

WorkShop 50
SAS JABODETABEK 2026

Nabila Zahranova
Member 50 Ambassador

Nabila Mentari
Personal Development Coach

Matthew Philip Tansil
Co-Founder @Berkas Indonesia

Adinda Hawani
Community Representative
UBiofresh Ambassador

SHE CREATES & SHE LEADS

Sponsored by Softex Beauty, Softex, and UBiofresh

Saturday, 28th Feb 2026
Yello Hotel Harmoni

Meet Your New Friend in,
UBioFresh Community

Dapatkan akses eksklusif, tips dari ahli, dan info promo terbaru

UBiofresh
PURIFYING ACNE FIGHTING
SMOOTHING CREAM

Klik Link di Bio untuk Join!

Limited! Hanya untuk 50 UBiofriends pertama!

UBiofresh

Apa Kata Mereka?

Saatnya kamu coba! ✨

Bersihin wajah jadi mudah cukup se-
di wajah semua terangkat 🙌🏻

Ke 3 x nya udi cocok make-
up & look

Produknya bagus buat bersihin makeup, rekomend sih 🥰

Wow, keren, sabun cuci muka ini bagus banget senese
langsung bersih sekali pakai gak usah pake toner
pembersih dan micellar lagi cukup satu langkah dengan
sabun ini. Terus kasih seller dan stok Tuhan Yesus Kristus
memberkati kita semua Amin.

Ini pembelian ke 2 karena cocok banget buat kulit aku yg
sensitif, adekku juga pake ini sekaligus buat make up
remover jadi gak perlu pake micellar water lagi.
Pengirimannya cepet banget, pakai regular satu hari
sampa, admin responsif. Thank you 🙏
Skin Type: All type skin, sensitive skin, oily skin



LET'S



Your Community Support Here

2026

COLLABORATE