



All About

SALMA PUTRI

PORTFOLIO

MARKETING MIND. ADMIN BACKBONE.

PROJECT MANAGEMENT ✨

ABOUT ME

I'm Salma a results-driven professional with experience across digital campaigns, project management, and operational support. Whether it's concepting until executing a campaign/contents, keeping timeline & project running smoothly, or supporting people and teams, I bring structure, creativity, and care to everything I do. Open to roles in Marketing, Administration, Project Management, or Employer Branding.

Salma's CV



**A. SALMA
PUTRI**

COMPANY PROJECT

MORE



FMCG BRAND MARKETING ASSOCIATE AT (2023-2024)

Influencer Project Script Brief → Video Editing

STORYLINE CHARLOTTE BELLVANIA

- Charlotte duduk di depan meja dengan muka yang bete dan kakak Charlotte datang menghampiri Charlotte

KK : Charlotte kenapa? Koq uda liburan bgni tp muka nya cemberut gitu?

CH : Bete...liburan ga kemana-mana

KK : Oke, biar kamu ga bete main tebak-tebakan sama cc yuk!

Sulawesi Selatan Ibukotanya (CH jawab: Makassar)

Jawa Timur ibukotanya (CH jawab: Surabaya)

CH: cc traktir aku dong, aku pengen yg kuning-kuning kan udah bener jawabnyaaaa

(Make sure):

- Plang IDM nya ke shoot
- Prepare pake clip on, agar suara bising motor dan suara external lainnya tidak terdengar
- Shoot di depan IDM nya ngga ada brosur2 promo IDM depan pintu/kaca IDM
- Shoot depan IDMnya ngga ramai orang lain lewat2
- Yang masuk frame hanya adik - kakak (tidak ada orang tua)

- Charlotte dan KK sampai ke Indomaret dan cc menunjukan plank Indomaret

KK : Karena Charlotte bener jawab tebak-tebakannya, cc jajanin kamu yang kuning-kuning di indomaret

CH : Siap.. Asyikk..

(Mohon untuk dirapihkan penempatan produknya dan shoot close up ke produk Nyam Nyam Fantasy Stick dan Bubble Puff aja) (Produk kompetitor sekitar FS & BP di blur, dan Harga Produk FS & BP tidak tersorot/di blur kalau kelihatan)

- Charlotte menunjukan rak NN

(Focus aesthetic ke rak NN)

CH : Ini nih kesukaan Charlotte si warna kuning yang tersedia di Indomaret terdekat, Nyam Nyam. Liat guyss kemasannya baru juga loh, makin baguss

Brief Creation &
Video edited by me,
got 27k+ views on
Instagram

Watch the video!
click the logo



KOL/Influencer
Project

Keseruan Liburan Charlotte



▶ 6.2M

FMCG BRAND MARKETING ASSOCIATE AT (2023-2024)

Digital Campaign Project
Coordinator

Tiktok Filter
Branded Mission
Campaign

Ramadhan Big
Campaign
achieved 100+
submission

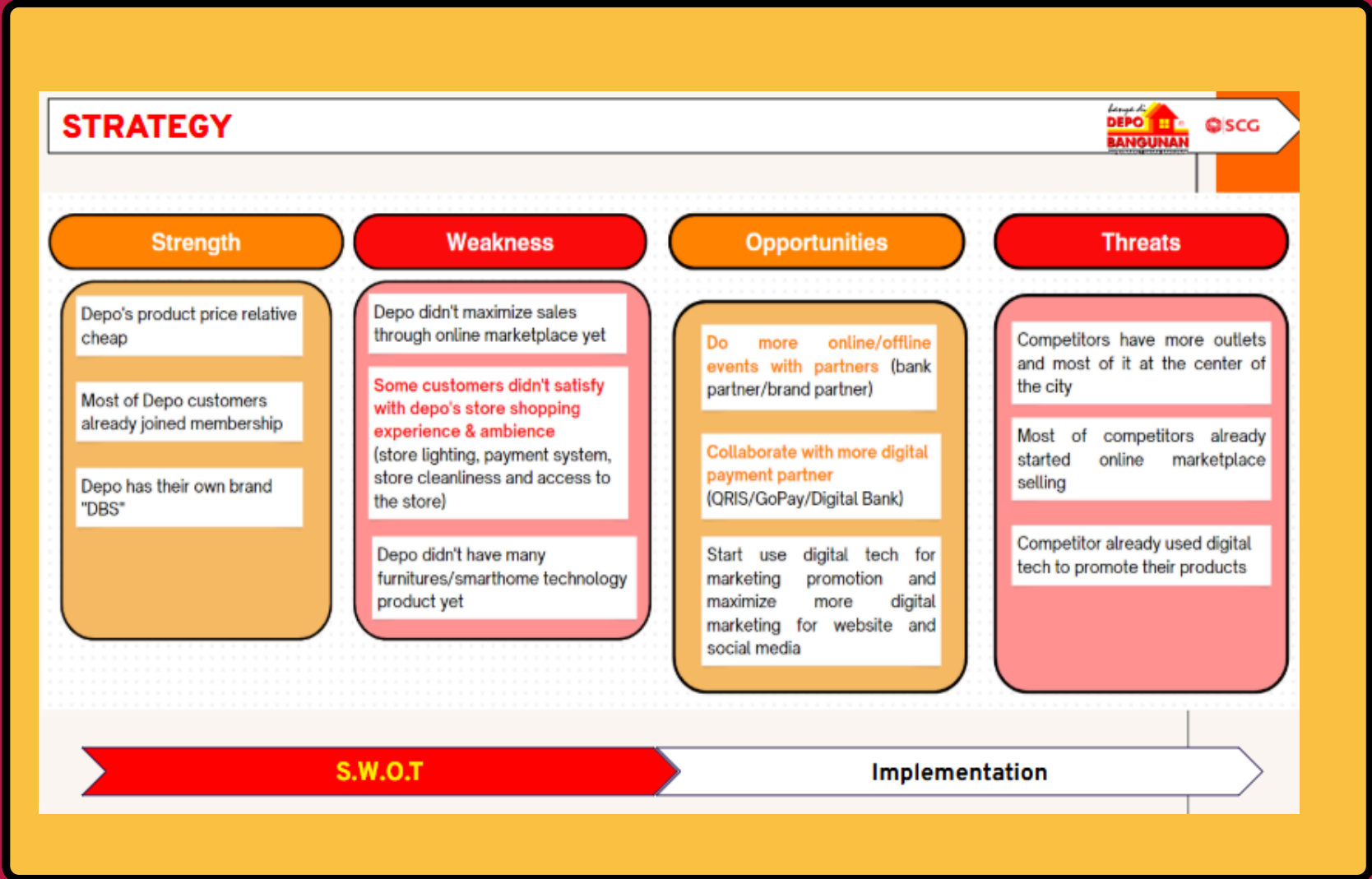
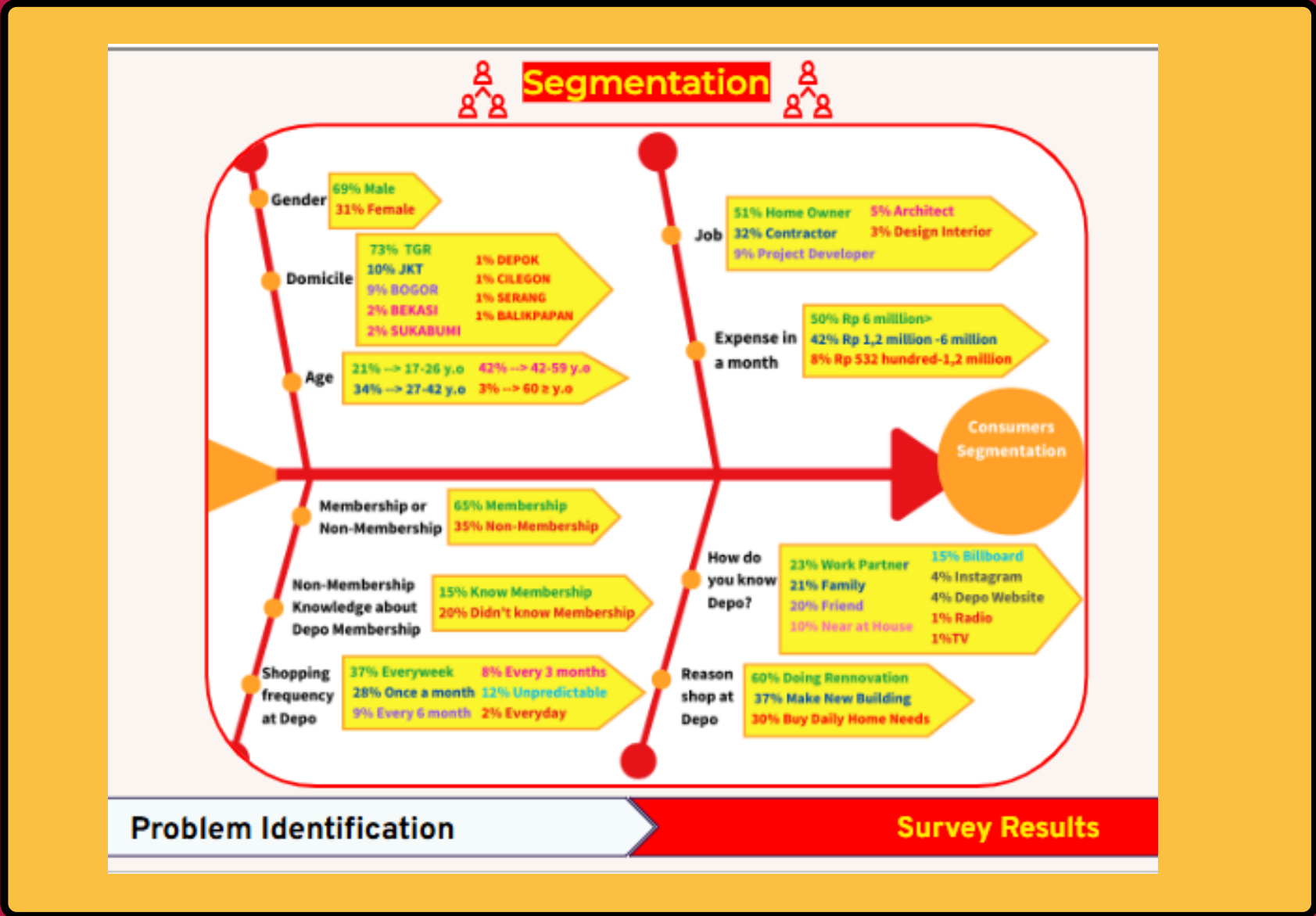


MARKET RESEARCH INTERN AT



(2023)


Full Presentation Result




CAMPAIGN INTERN AT (2022-2023)

Web & In-App Campaign Operator from CMS → Reporting
Campaign Project Management


	Promo Type	Promo Name	Start Date	End Date	Status	Content Brief Link	KV	Landing Page	Link Preview	CMS Edit Link
Train	Extended Campaign		01/02/2023	01/31/2023	Live			https://www.tiket.com/promo/kere	https://www.tiket.com/promo/kere	https://www.tiket.com/promo/kere
Train	OKR Campaign		01/02/2023	01/31/2023	Live			https://www.tiket.com/promo/kere	https://www.tiket.com/promo/kere	https://www.tiket.com/promo/kere
International F	Extended Campaign		01/04/2023	01/31/2023	Live			https://www.tiket.com/promo/kere	https://www.tiket.com/promo/kere	https://www.tiket.com/promo/kere
International F	Extended Campaign		01/04/2023	01/31/2023	Live			https://www.tiket.com/promo/kere	https://www.tiket.com/promo/kere	https://www.tiket.com/promo/kere
International F	Partnership Campaign		01/15/2023	01/17/2023	Live	https://trello.com/c/https://trello.com/c	https://trello.com/c/https://trello.com/c	https://www.tiket.com/promo/kere	https://www.tiket.com/promo/kere	https://www.tiket.com/promo/kere
International F	Partnership Campaign		01/16/2023	01/24/2023	Live	https://trello.com/c/zQa0QSAp	https://trello.com/c/zQa0QSAp	https://www.tiket.com/promo/kere	https://www.tiket.com/promo/kere	https://www.tiket.com/promo/kere
International F	Partnership Campaign		01/04/2023	01/24/2023	Live			https://www.tiket.com/promo/kere	https://www.tiket.com/promo/kere	https://www.tiket.com/promo/kere
International F	Partnership Campaign		01/23/2023	02/04/2023	Updated Not	https://trello.com/c/https://trello.com/c	https://trello.com/c/https://trello.com/c	https://www.tiket.com/promo/kere	https://www.tiket.com/promo/kere	https://www.tiket.com/promo/kere
International F	Partnership Campaign		10/17/2022	10/22/2022	Inactive			https://www.tiket.com/promo/pesa	https://www.tiket.com/promo/pesa	https://www.tiket.com/promo/pesa




SOCMED ORGANIC - IG




17 January 2023
Reach:
Impressions :
CTR :



24 January 2023
Reach:
Impressions :
CTR :



24 January 2023
Reach:
Impressions :
CTR :



24 January 2023
Reach:
Impressions :
CTR :

SOCIAL MEDIA INTERN AT



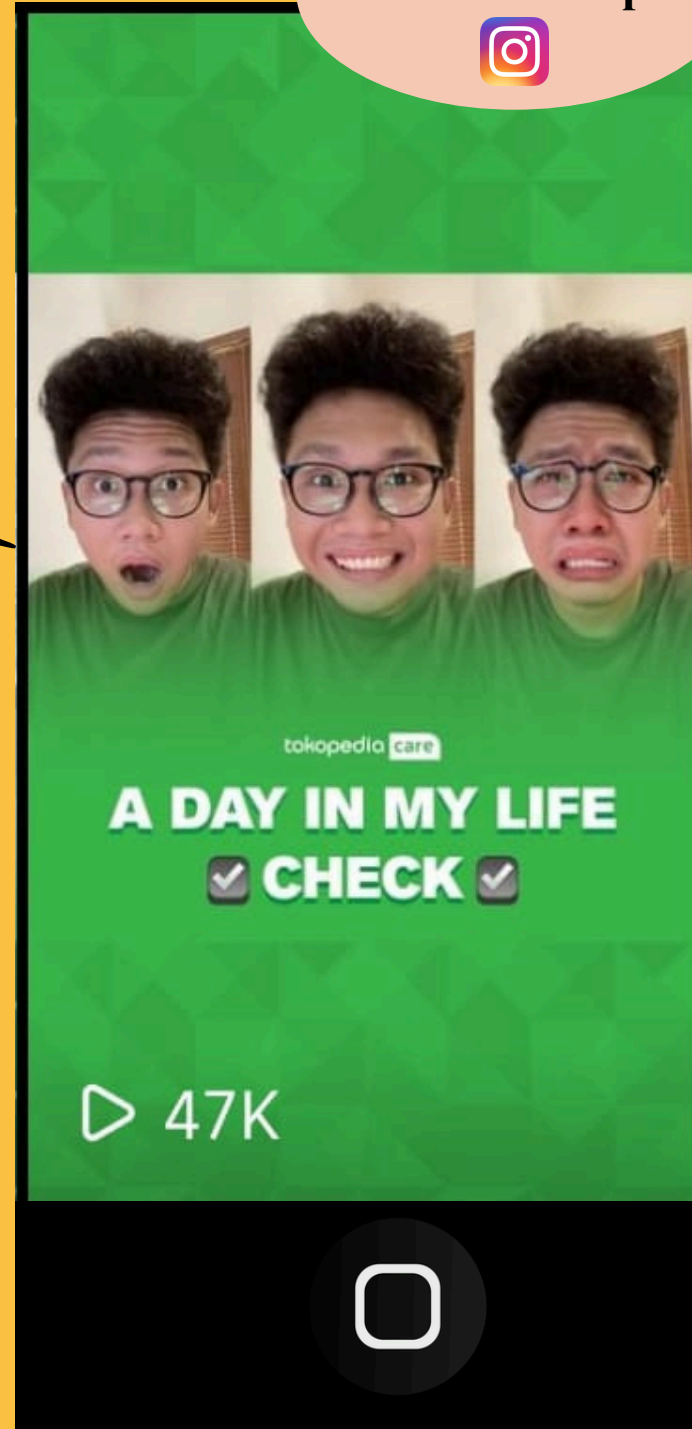
End to End Social Media Content Production (Exclude Graphic Content)
Talent Coordinator, Script Creator, and Video Editor

X Content Sample

Content Sample



Watch the video
Click the logo!



SOCIAL MEDIA INTERN AT (2022)

tokopedia

Talent and voice over for @TokopediaCare social media contents

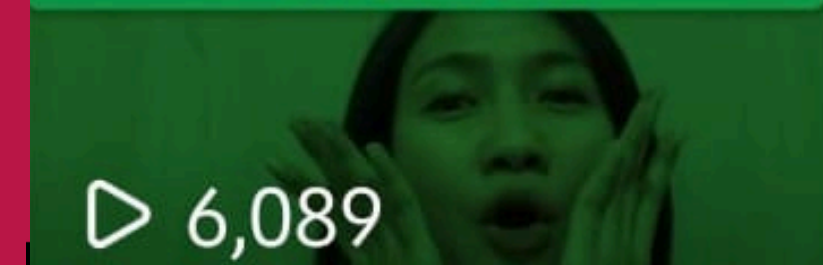
Reels
Talent
Sample

Watch the video
Click the logo!



Voice Over
Sample

Watch the video
Click the logo!



VIRTUAL ASSITANT PROJECT

[MORE](#)



DATA ENTRY (2026)



No	Supplier Name	Email	Country	City	Check	Category	Phone	Eng Prompt	Rom Prompt
131	Stevielle	office@SteviEll	Romania	Bucuresti	<input type="checkbox"/>	Sweets & Cho...	40726255055	Stevielle is a spe	Stevielle este un
132	Ana Pan	enzi@anapan.ro	Romania	Bucuresti	<input type="checkbox"/>	Bakery	40372262726	Located in Bucu	Cu sediul în Buc
133	AMG Al Masry Group	info@almasrygro	Romania	Bucuresti	<input type="checkbox"/>	Equipment Ac...	40734032174	AMG Al Masry C	AMG Al Masry C
134	Fuchs Condimente	office@fuchs.ro	Romania	Bucuresti	<input type="checkbox"/>	Spices & Sous	40248269406	Fuchs Condimer	Fuchs Condimer
135	Food Tech	foodtec@foodtec	Romania	Bucuresti	<input type="checkbox"/>	Equipment Ac...	40371444509	Food Tech in Bu	Food Tech din B
136	Creavita Food	vasile.ili@creav	Romania	Bucuresti	<input type="checkbox"/>	Sweets & Cho...	40741525525	Creavita Food is	Creavita Food es
137	Apicola iuga	Beekindfoundati	Romania	Giurgiu	<input type="checkbox"/>	Natural Products	40766286804	Apicola Iuga loc	Apicola Iuga din
138	Matina	info@matina.ro	Romania	Bucuresti	<input type="checkbox"/>	Bakery	40731628462	Matina is a trust	Matina este un fi
139	Băcănia lui Petrică Pia	bacanialuipetrica	Romania	Ramnicu Valcea	<input type="checkbox"/>	Dried Food	62771624973	Băcănia lui Petri	Băcănia lui Petri
140	Cinar Food Distributic	office@cinardist	Romania	Bucuresti	<input type="checkbox"/>	Frozen Food	40749019970	Cinar Food Distr	Cinar Food Distr
141	Nordic Group	office@nordic-f	Romania	Bucuresti	<input type="checkbox"/>	Oil & Milk Pr...	40213464557	Nordic Group is	Nordic Group es
142	Comenzi Platouri Ape	comenzi@semp	Romania	Bucuresti	<input type="checkbox"/>	Services	62772229461	Comenzi Platour	Comenzi Platour
143	Unison Goodies	hello@unison.to	Romania	Bucuresti	<input type="checkbox"/>	Dried Food	40799312828	Unison Goodies	Unison Goodies
144	BUN BUN FOOD SE	comenzi@bunbu	Romania	Bucuresti	<input type="checkbox"/>	Services	62731871272	BUN BUN FOOD	BUN BUN FOOD
145	Mastertech	office@masterte	Romania	Bucuresti	<input type="checkbox"/>	Equipment Ac...	40769020010	Visiting Masterte	Vizitarea Master

Did 150 research & data entry of F&B
 cafe/restaurants/supplier as tourist
 recommendation for AllRestaurants
 Website

CMS ADMINISTRATOR & ADS LAUNCH (2026)



allrestaurants.eu/en/register/company

Phone: 359889816611
Uva Nestum
C.R.N./N.I.P.
Specialization:
Description

Phone: [input]
Type: RESTAURANTS
Cuisine: EUROPEAN
Language: [input]
Country: BULGARIA
City: GOTSE DELCHEV

Address information:
Country: BULGARIA
City: got
Zip code: [input]
Street: [input]
Building no: [input]

Linkedin: [input]
Youtube Video: [input]
Website: uvanestum.com

Image 4: [input]
Image 5: [input]
Image 6:

My adverts

Ad Restaurant Ad + Job Ad + Real Estate Ad +

Last Name Add date Valid to Enabled Inv

Uploaded 150 contents & informations of F&B cafe/restaurants/supplier as tourist recommendation on AllRestaurants website and launched the ads

CRM (2025)

FLASH
COFFEE

- Create Brief & Copy for Email Marketing, SMS, PN, Whatsapp Community
- Blast Email Marketing & PN through Netcore
- Report & Analyzing SMS through Metabase

SMS Brief

SMS 25th-31th August 2025



BUY 1 GET 1 PUMPKIN SPICE LATTE

Pumpkin

BARU: PUMPKIN SPICE LATTE! Beli 1 GRATIS 1 semua PUMPKIN SPICE. Tunjukkan SMS ini ke barista! Berlaku s/d 27 Agustus 2025.

T&C

- Kunjungi Flash Coffee store terdekat & tunjukkan SMS ini ke barista.
- Beli 1 GRATIS 1 berlaku untuk semua varian minuman PUMPKIN SPICE LATTE & ukuran apa saja (potongan berlaku untuk harga terendah).
- Tidak dapat digabungkan dengan promo, penawaran, atau diskon lainnya.

Email Marketing Creative Brief

(11 - 17 AUG) EDM

Status **Shipped**

Priority **High**

Date Brief Appr... Emotv

Share

2. Objectives & Desired Outcomes

- Informing users about the week's highlights with a new EDM approach.

3. Detailed Media Requirements / Deliverables

- EDM Size > Width : 600px
- The CTA part is separated from the content, as discussed in our last quick call

4. Content Requirements

CONTENT BRIEF

- Main Content - *no copy changes but refresh the KV*

Your New Obsessions Await

Two new series, two unique vibes. Bold flavors crafted for this season don't miss your chance to try them!

PUMPKIN SPICE DRINKS

Enjoy it classic, or with a bold cheese crown—two ways to spice up your day

[Product Image]

Pumpkin Spice Latte & Cheese Topped Pumpkin Spice Latte

CTA: Discover your new favorite drink today!

KOPI KOPI

KOPI SPESIAL HANYA UNTUK KAMU

[Product Image] - MULAI DARI 19K

KAYA RASA HEMAT RASAH

Available only at 20 selected stores - Smaller font size

WA Community Blast



Flash Coffee +62 811-1251-8369

CHEESE TOPPED PUMPKIN SPICE LATTE

PUMPKIN SPICE LATTE

CHEESE TOPPED PUMPKIN SPICE LATTE

Cheese Topped Pumpkin Spice Latte

🌟 The wait is finally over! Your favorite Pumpkin Drinks have arrived at Flash Coffee ⚡

Taste our rich pumpkin flavor blended with cheese, spice and sweetness, made just for you! 🍂

📍 Available now at your nearest Flash Coffee Stores & on the Flash Coffee App!

➡ Order here: <https://flash-coffee.app.link/appdownload>

11:00 AM

PROJECT MANAGEMENT (2025)



- Marketing Calendar Management
- Collateral & Promo Calendar Management
- Social Media & PN Timeline Management

	AUGUST													
	WEEK 3							WEEK 35						
	M	T	W	T	F	S	S	M	T	W	T	F	S	S
	11	12	13	14	15	16	17	25	26	27	28	29	30	31
TENTPOLE							INDEPENDENCE DAY	PAYDAY						
LAUNCHES			One-Time SMS					CTPSL & WCT LAUNCH					Greenlake Launch	
APP CAMPAIGNS	B2G1-CASHBACK MIN. 50K (FF)													
	TGIM		Free Upsize Day					Payday Special			Free Upsize Day			
	B1G1 VP REDEMPTION: PP REOPENING							TGIM						
	B1G1 VP REDEMPTION: LW KOTA WISATA LAUNCH													

PLACEMENT UPDATE : QRIS & PROMO COLLATERALS

COLLATERALS	27 OCTOBER - 2 November	
	ALL STORES	DO NOT LEAVE COLLATERALS BLANK, USE THESE GENERIC / BACKUP COLLATERALS WHENEVER NEEDED
A5 SPINNING ACRYLIC 	MANDATORY 	BACKUP
A6 STANDING ACRYLIC 	 QRIS Shopee Pay Primary QRIS Payment	 QRIS CIMB Khusus penggunaan promo CIMB
	 QRIS Shinhan Available only at IFC	

WEEK 4 OCT	MONDAY 20/10/25	TUESDAY 21/10/25	WEDNESDAY 22/10/25	THURSDAY 23/10/25	FRIDAY 24/10/25	SATURDAY 25/10/25	SUNDAY 26/10/25
PN 1 (09.00)	2 Kopi Kopi Drinks	BRI PARTNERSHIP	Free Upsize Day	CIMB Partnership	B1G1 CTLGA + Americano	2 Kopi Kopi Drinks	
PN 2 (11.00)	TGIM		B1G1 CTPLGA + Latte			Shopee serba seribu	Flash Delivery
WA Community (11.00 for daily comms & 17.00 for event announcement)	TGIM V2 KopiKopi		Free Upsize Day V2			Payday	

SELF PROJECT

MORE



CONTENT CREATOR (ON GOING)

Beauty Account



Watch the video
Click the logo!



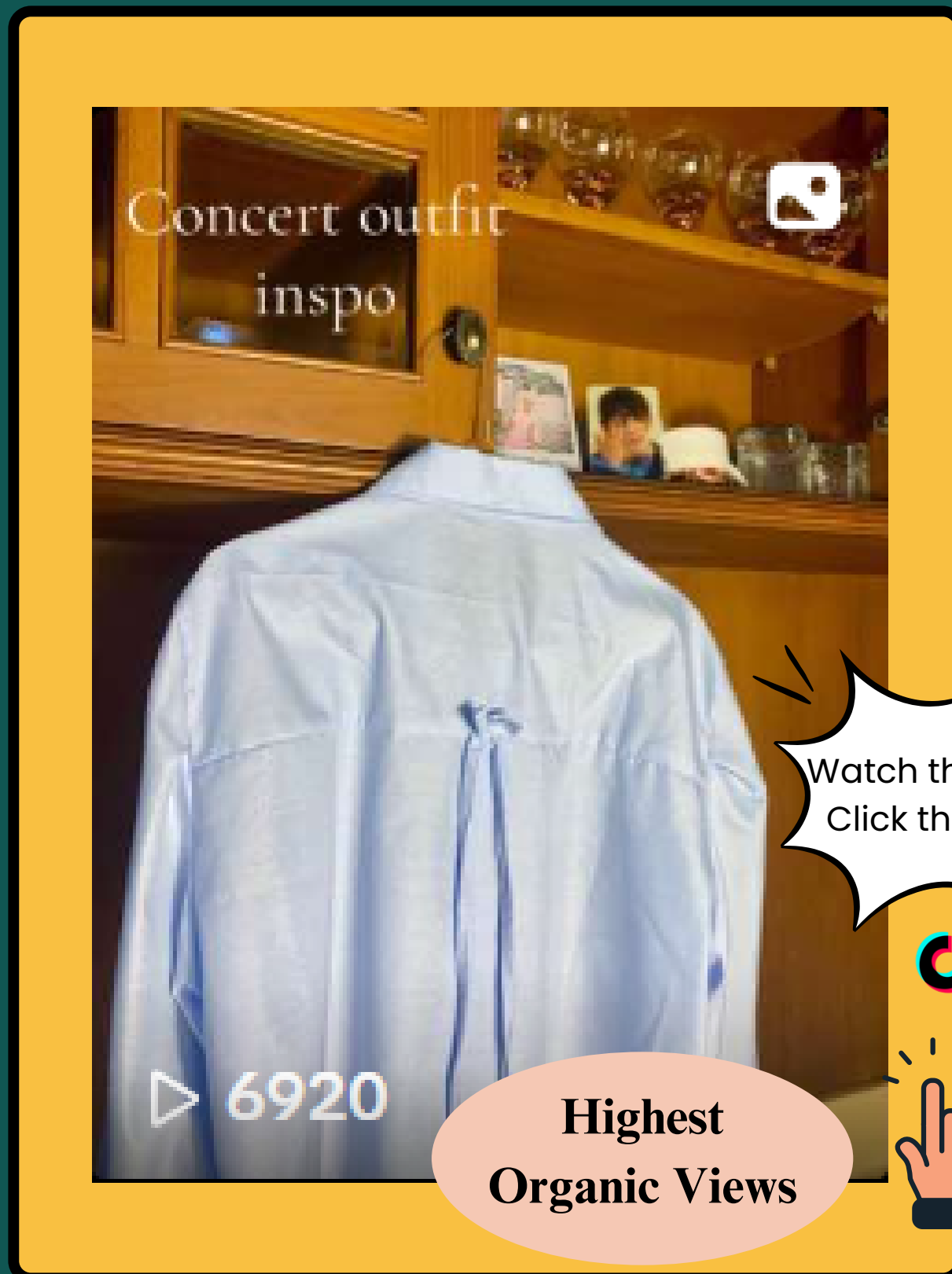
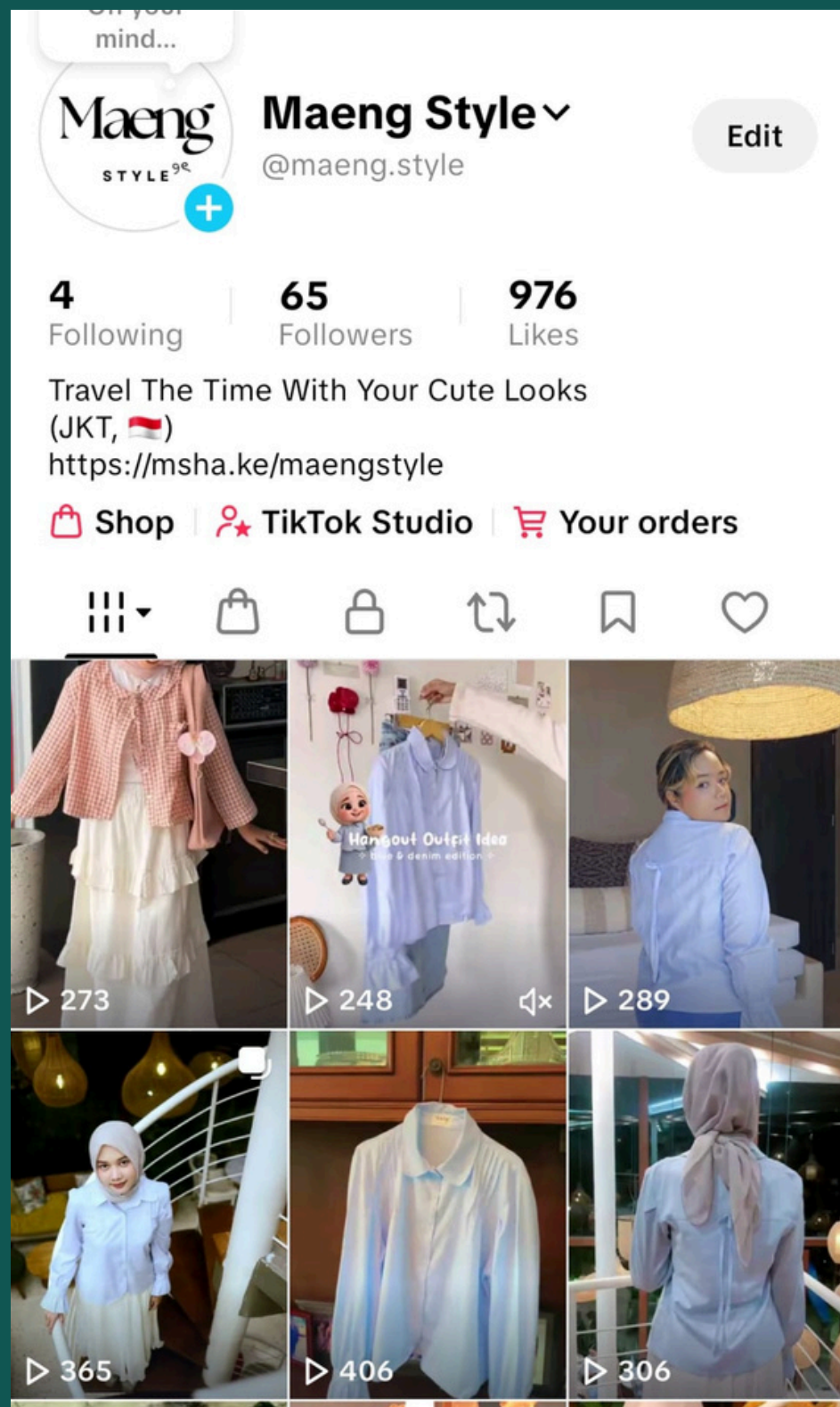
Food &
Travelling
Account



Watch the video
Click the logo!



FASHION BRAND SOCIAL MEDIA SPECIALIST (ON GOING)



-One of the highest organic views of @maeng.style content on Tiktok with 6k views from Riding the moment of Kpop group concert as the content ideas

-ER by views 2%



FASHION BRAND SOCIAL MEDIA SPECIALIST (ON GOING)

Ready for...
Maeng Style
21 posts 84 followers 2 following

Clothing (Brand)
Travel The Time With Your Cute Looks
📍 + 📷 📱 📌 (JKT, ID)
Click link for order ✨
Stockist: Will You Wear It (Palembang)... more
msha.ke/maengstyle

📍 maeng.style 📺 Reception At The Palace / S...

Professional dashboard
82 views in the last 30 days.

Edit profile Share profile

+
New Serene Belle Willow Gingha...

📱 📺 🔄 📷



-One of the highest views of @maeng.style content on Instagram with 115k views from mix and match content ideas and collaboration post with influencer

-ER by views 6%

Watch the video
Click the logo!





CONTENT DESIGN



SOCIAL MEDIA SPECIALIST AT GIRLS KODE COMMUNITY (2021)



Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
		#GirlsKode - Extended Girls Kode Ambassador	#GirlsKode - Extended Girls Kode Ambassador	#GirlsKodeStory - WEEKLY DIALOGUE	#KodeTheFuture - must watch Ted Talks	#ShelsTheKodeHeroes
4	5	6	7	8	9	10
#KodeTheFuture - 5 Rekomendasi Freelance untuk Anak Kuliah	#GirlsKode - Juri + Brand Partner	#KodeTheFuture - Content Pillar Essential	#GirlsKode Story - CAKAP Webinar	#GirlsKode - Open Volunteer Batch 2	#GirlsKode - Open Volunteer Batch 2 (Timeline)	#GirlsKode - Open Volunteer Batch 2 (Benefits)
11	12	13	14	15	16	17
#KodeTheFuture - Personal Branding di LinkedIn (Do & Don'ts)	#GirlsKode - Podcast	#ShelsTheKodeHeroes- Hanifa Ambadar	#KodeTheFuture - Rekomendasi podcast tech	#Engagement - Kamu Team Mana	#KodeTheFuture - Tips Naikin Engagement	#KodeTheFuture - Gimanasih Rasanya Kerja di Pegi-peg? >
18	19	20	21	22	23	24
#Engagement - Jelasin kenapa kamu mau jadi programmer?	#GirlsKode - Podcast	#KodeTheFuture - Quotes Coding	#KodeTheFuture - Mitos dan Fakta kerja di agency	#KodeTheFuture - Pekerjaan di Tech Industry tapi nggak ngoding	#ShelsTheKodeHeroes - Elisabeth Kurniawan	#KodeTheFuture - Program sertifikasi di bidang pemograman?
25	26	27	28	29	30	
#KodeTheFuture - Orang dengan 5 skill ini dicari oleh top start up	#KodeTheFuture - Product Manager vs Project Manager	#KodeTheFuture - Data Scientist	#Engagement - Kamu tim light mode atau dark mode	#ShelsTheKodeHeroes - Mesty Ariotedjo J	#KodeTheFuture - Posisi Digital Marketing Paling banyak dicari	

Editorial Plan
April 2021

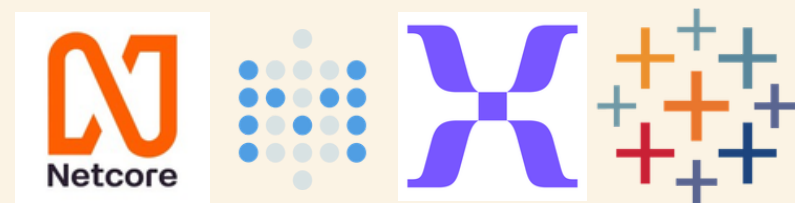


Skills & TOOLS

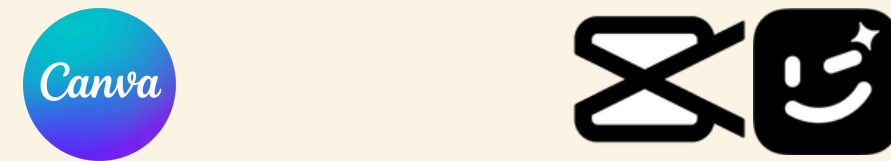
Project Management



CRM Management & Analysis



Design (Canva) & Video Editing (Capcut & WINK)



Social Media Management & Content/Copy Creation



Tangerang, Indonesia

Let's work
TOGETHER

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