

2025

PORTFOLIO

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ABOUT ME

Hi, this is Alya!

i am a Business graduate from Bina Nusantara University, experienced in managing my own business, Nuance Studios. Skilled in business management, digital marketing, and live selling. I have strong communication skills, a creative mindset, and the ability to adapt quickly in dynamic environments.

EDUCATION

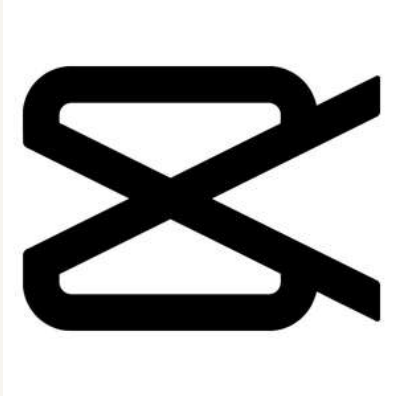
SMA DONBOSCO PADANG

(2018 - 2021)

Bina Nusantara University

(2021 - 2025)

SOFTWARE SKILL



PERSONAL SKILL

1. Time management & multitasking skill
2. Excellent team work and collaboration ability
3. Problem solving skills
4. Positive attitude & Strong work ethic
5. Creative & innovative thinking
6. Strong sense of responsibility and discipline

ORGANIZATION

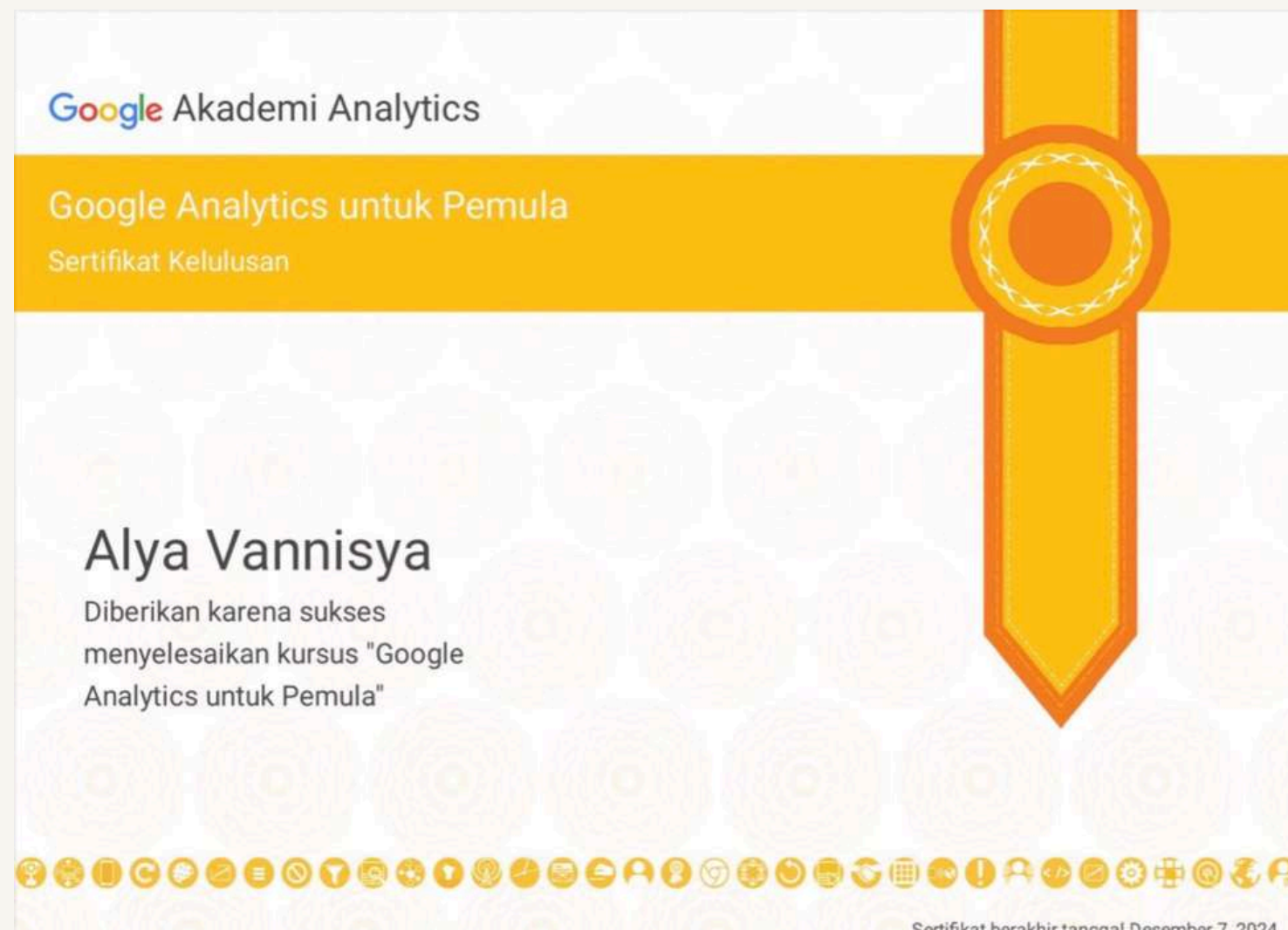


LB FEST 2022 - Business Creation Event



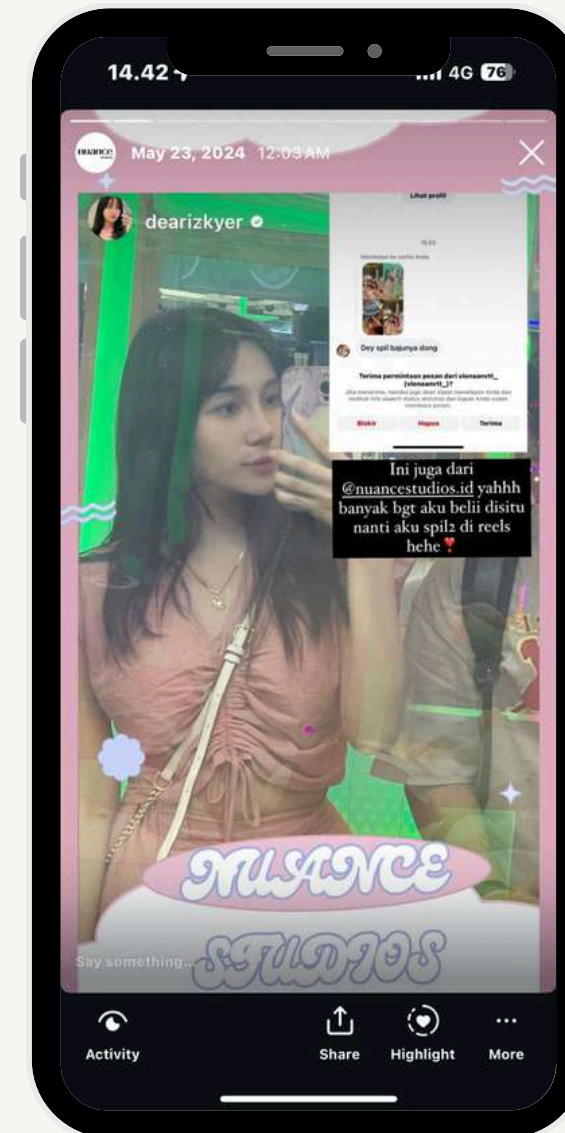
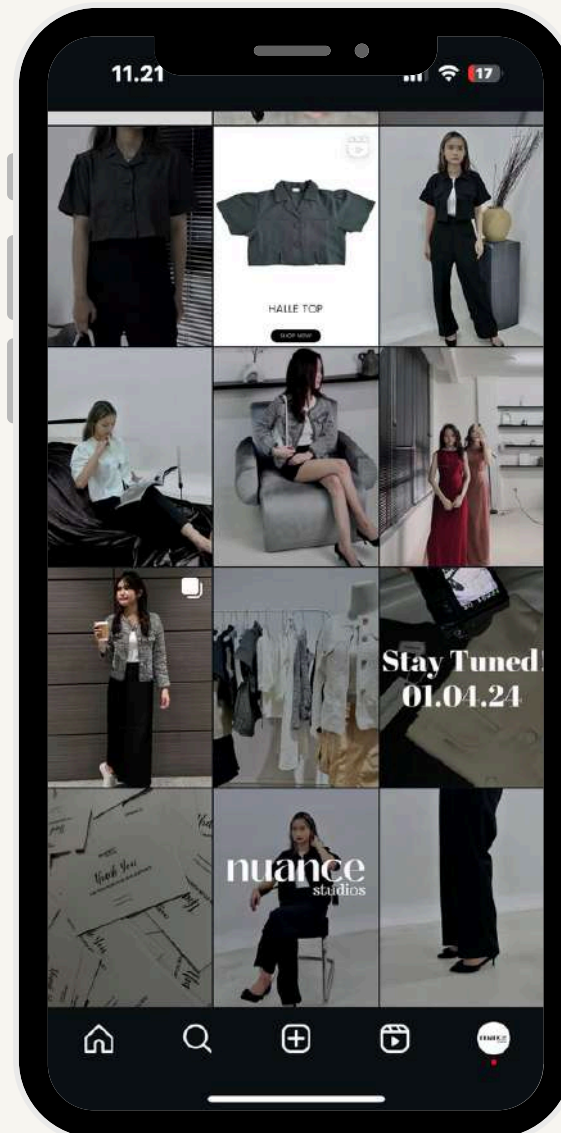
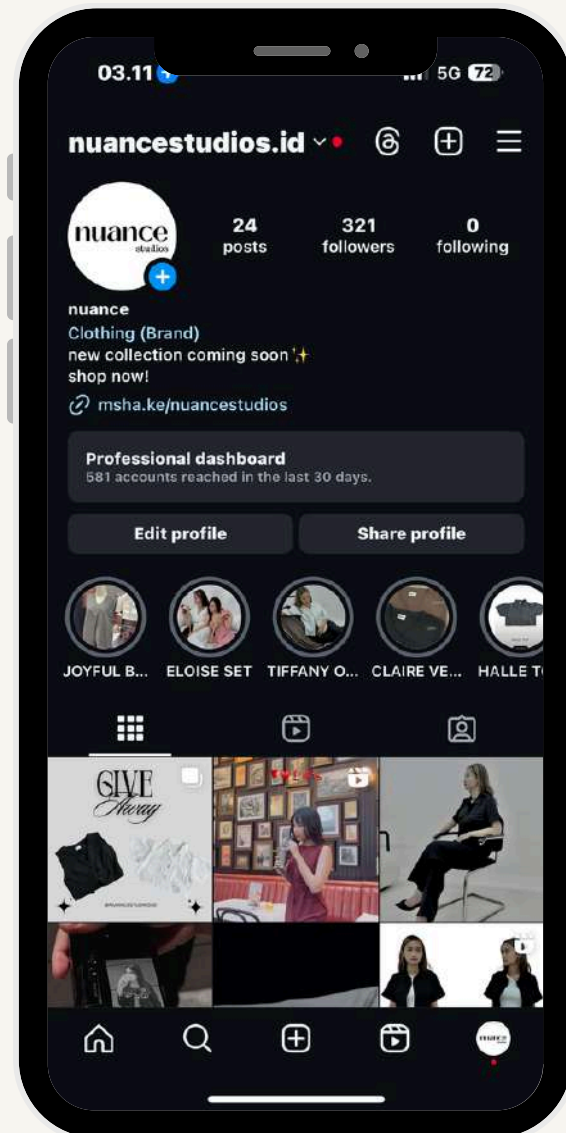
Community Service Program - Taman Baca Carita 2025

CERTIFICATE



My Experience

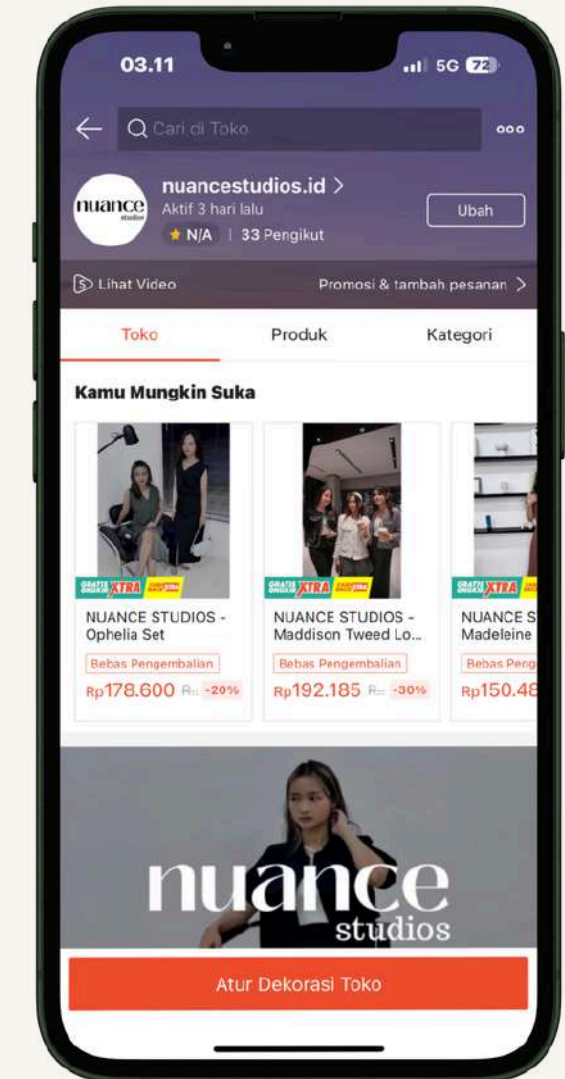
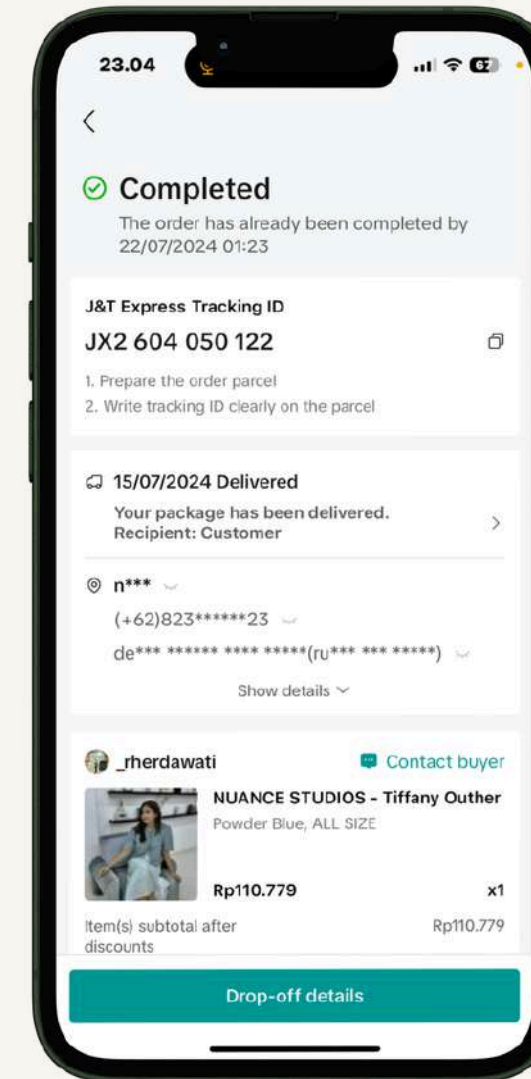
✦ SOCIAL MEDIA SPECIALIST ✦



As a Social Media Specialist for my own brand, Nuance Studios, I managed the brand's presence on Instagram, creating engaging visual content and maintaining daily posting consistency. I also collaborated with influencers and organized various social media campaigns such as giveaway to increase engagement and brand awareness.

✦ E-COMMERCE SPECIALIST ✦

As an E-commerce Specialist, I managed brand's online store on shopee and TikTok shop, including product upload, stock updates, and customer service. I also developed sales strategies through live selling session, discount programs, and product bundling. And i analyzed sales data and customer feedback to improve performance.



✦ GRAPHIC DESIGNER ✦



LOGO



BANNER



Dear customer,
we hope you enjoy your purchase as much as
we enjoyed creating these styles for you!

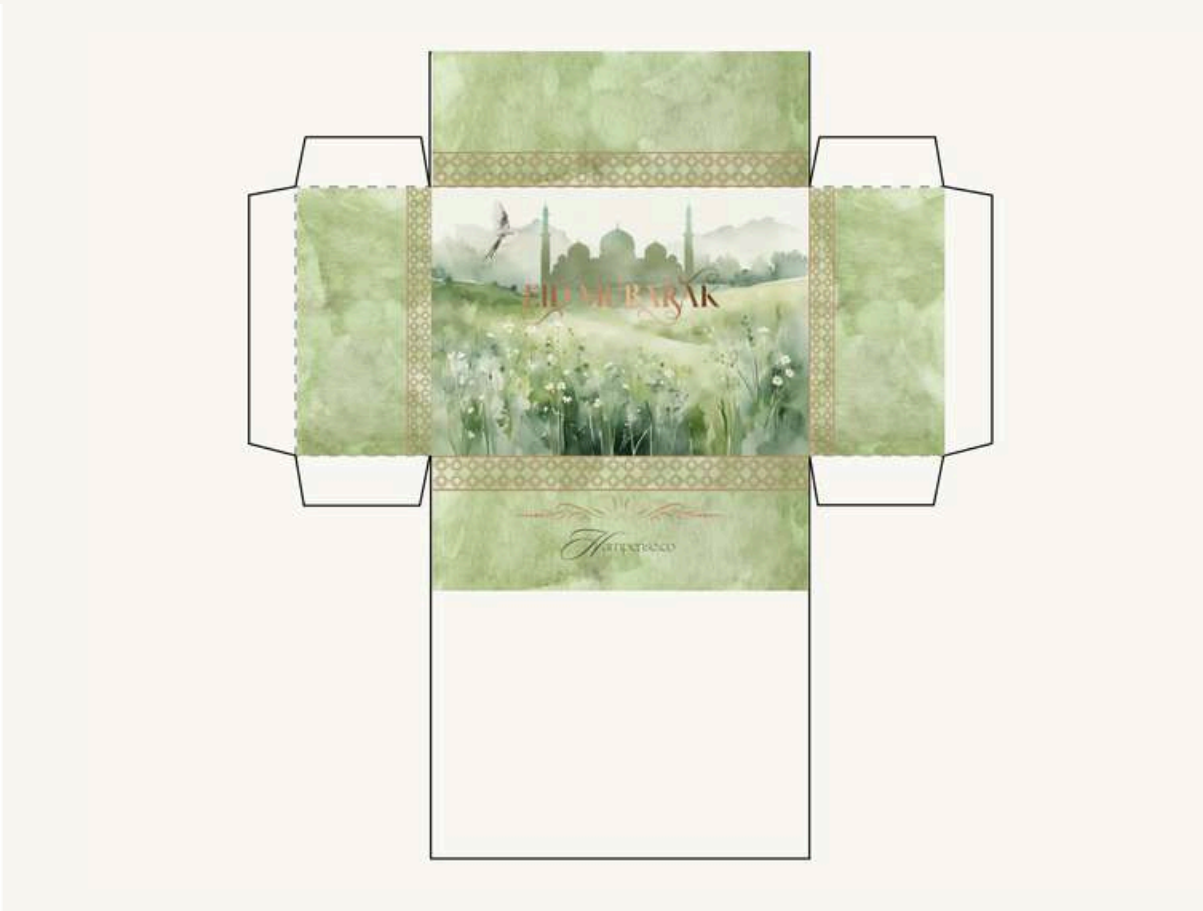
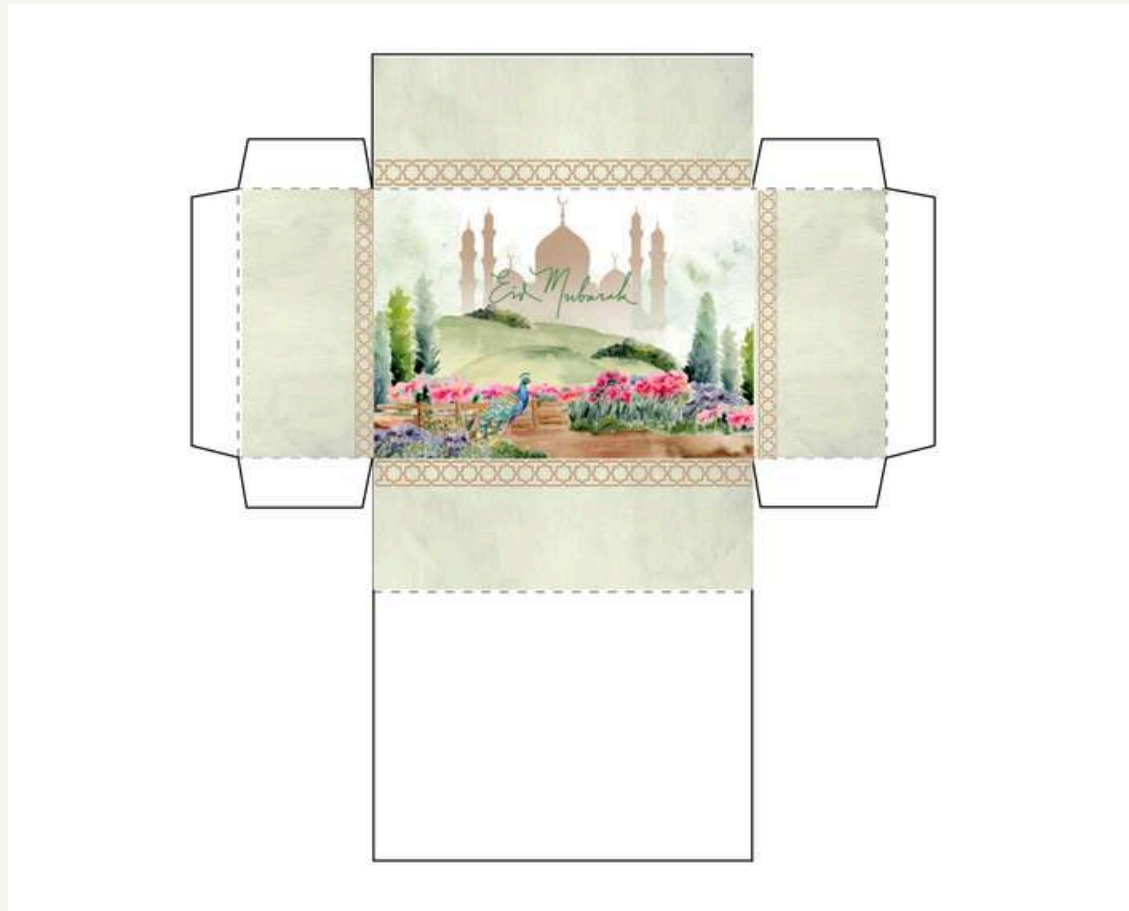
tag us in your photos wearing our clothes on insta for
10% off

THANKYOU CARD

PRODUCT CATALOG :
[Product catalog.\(Click here\)](#)

For : @nuancestudios.id

✦ GRAPHIC DESIGNER ✦



For : hamperise.co

THANKYOU