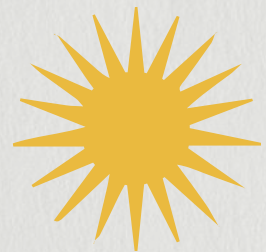




# CONTENT WRITING

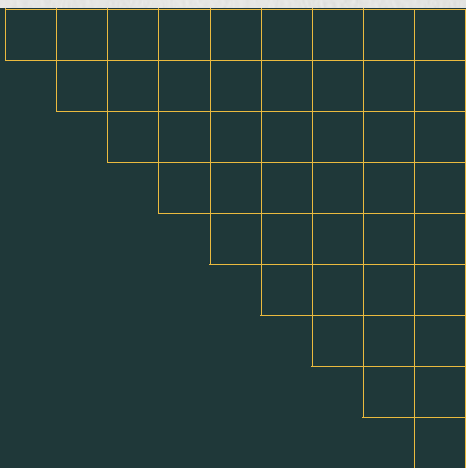
*Portfolio*

*Specialist*



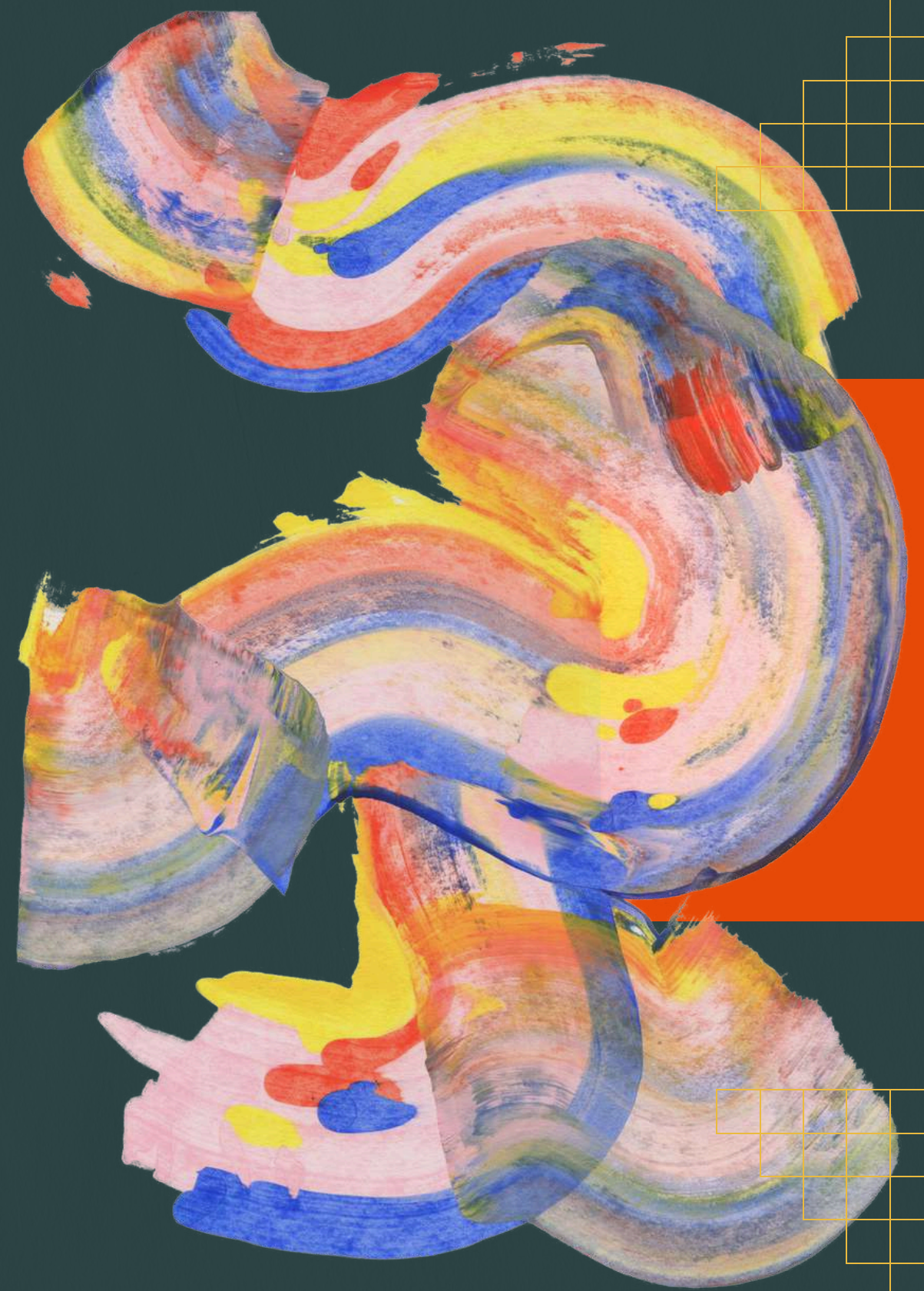
Fadhia Habiba Ayyumi

2024



*Words are my  
playground, and  
this is my sandbox*

*Come take a look! ✨*



# Introduction



UNIVERSITAS INDONESIA

Departement of Geography

GPA 3.75

*Fadhia Habiba Ayyumi*  
*Junior Content Writer*

## ORGANIZATIONAL EXPERIENCES



### Kelompok Studi Geografi (KSG) UI

(2022-2023)

*Deputy of Writing Department*

- Overseeing and coordinating the development of written content related to geography and geospatial topics.
- Editing and proofreading content to ensure accuracy, clarity, and adherence to organizational standards

### Pelatihan GIS (PelatGIS)

(2022)

*Coordinator of Public Relations, Publications, Design, and Documentation*

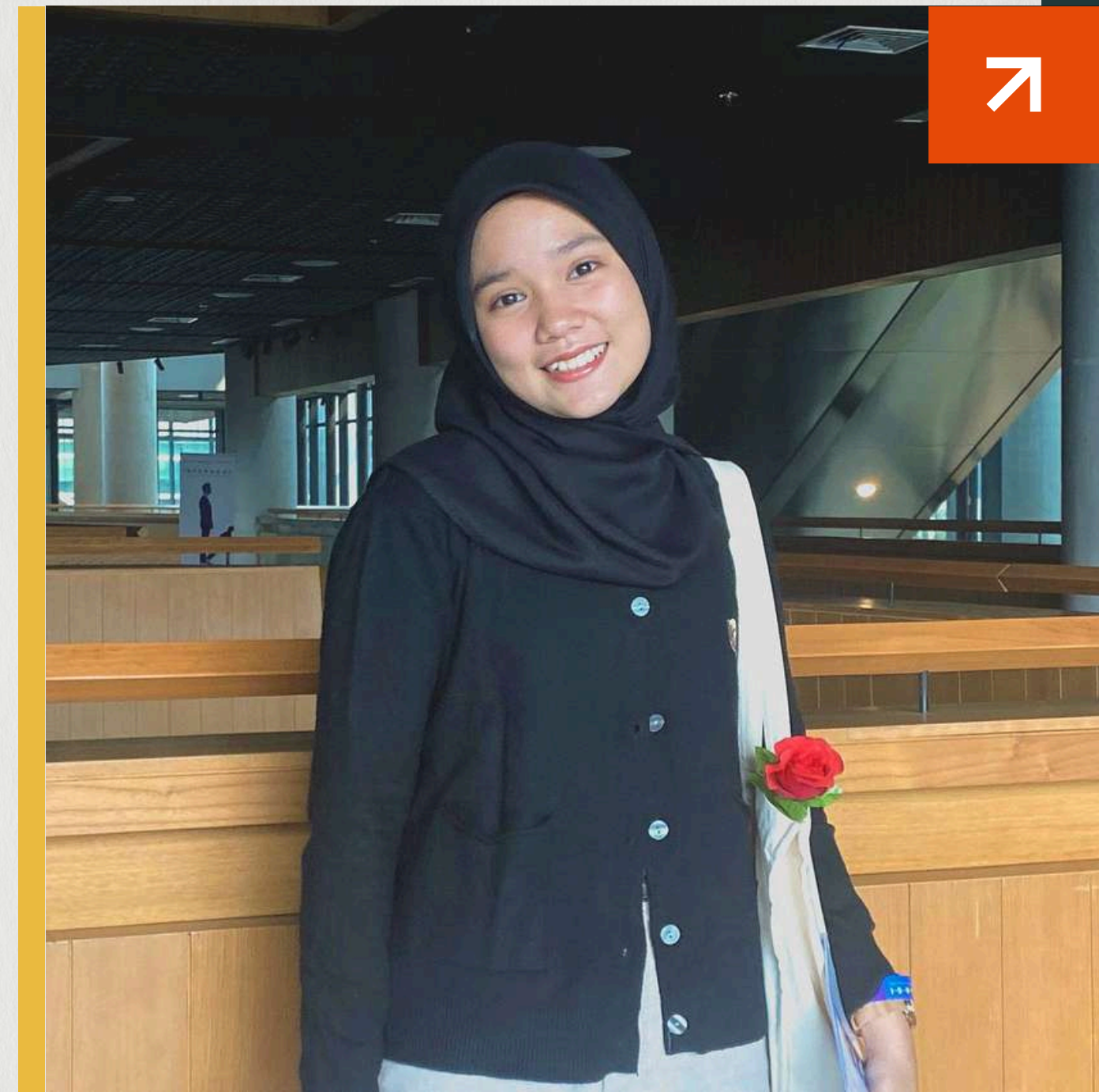
- Developed engaging concepts for content and social media promotion to boost awareness of the event.

### Himpunan Mahasiswa Departemen (HMD) Geografi UI

(2021)

*Staff of Social and Environmental Department*

- Wrote social media content and article and then compiled them into an online magazine



# My Portfolio

## Brand Article Content

Created article content explaining one of the series from the Lafiye brand: SKIVVY SERIES. The article aimed to enhance prospective buyers' knowledge about one of Lafiye's latest series.

[Read the Full Article Here](#)

### DRESS COMFORTABLY WITH LAFIYE'S SKIVVY SERIES

Berpakaian Nyaman dengan Seri Skivvy dari Lafiye

#### *Why Should We Dress Comfortably?*

Hidup di negara tropis seperti Indonesia membuat kita mau tak mau bersahabat dengan cuaca panas dan terik. Oleh karena itu, penting untuk memperhatikan pakaian yang kita gunakan agar Dear bisa tetap beraktivitas dengan nyaman.

Berangkat dari hal tersebut, Lafiye berinovasi untuk menjawab kebutuhan Dear melalui produk **Skivvy Series**.



# My Portfolio

Produced a popular article detailing community service activities related to disaster mitigation.

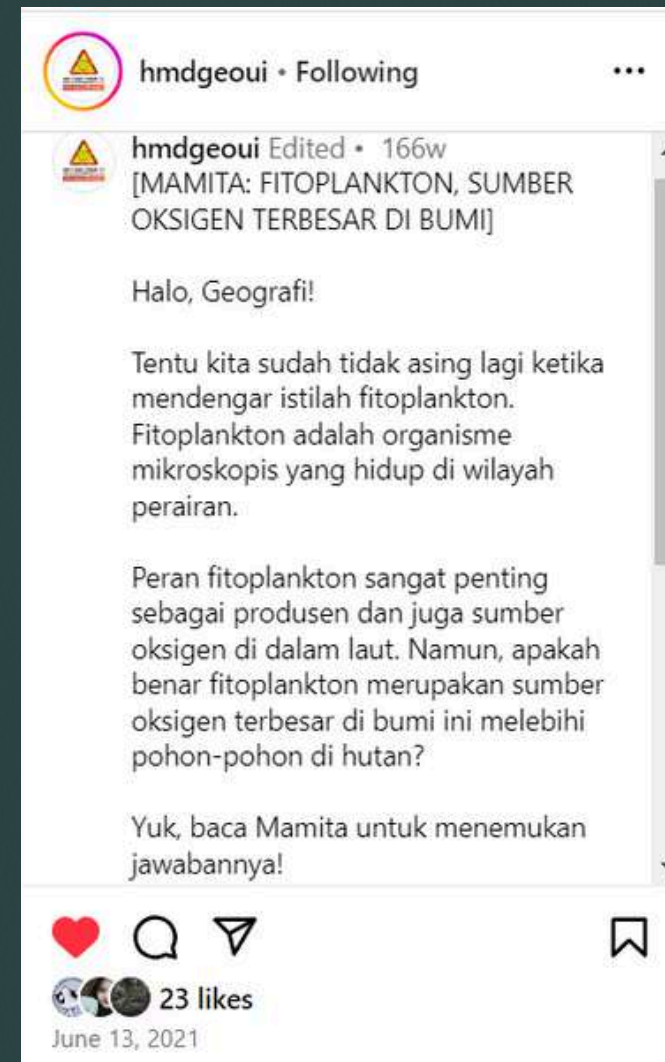
This article was successfully published through Independensi media.

## Popular Article Report

[Read the Full Article Here](#)

The screenshot shows the top of the website with the logo 'Independensi' and the tagline 'Memperjuangkan Keadilan dan Kebenaran'. Below the logo is a navigation menu with categories: NASIONAL, NUSANTARA, METROPOLITAN, DUNIA, BISNIS, PERTANIAN, PENDIDIKAN, KESEHATAN, and OLAHRAGA. The main content area features a large image of a group of people at a disaster mitigation event, with a banner that reads 'PROGRAM PENYULUHAN MITIGASI BENCANA BANJIR ROB' and 'Desa Pantai Bahagia, Muara Gembong, Jawa Barat'. Below the image, the article title 'FMIPA UI Gelar Mitigasi Bencana Banjir Rob' is displayed, along with the date '30/11/2021' and the category 'Pendidikan'. The article text begins with 'JAKARTA (Independensi.com) - Pada Sabtu, 13 November 2021 Tim Pengabdian Masyarakat Geografi UI di bawah naungan Fakultas Matematika dan Ilmu Pengetahuan Alam (FMIPA) UI melakukan kegiatan berupa program penyuluhan mitigasi bencana banjir'. To the right of the main article, there are two smaller article teasers. The first is titled 'Peran Media Sosial dalam Menjaga dan Mengawal Demokrasi' with a date of '21/06/2024'. The second is titled 'Usulan Senator Bali Ngurah Ambara Direspon Mendagri Terkait Dana Tambahan Hasil Devisa Pariwisata' with a date of '16/05/2024'. The website also has a search bar at the bottom left.

# My Portfolio

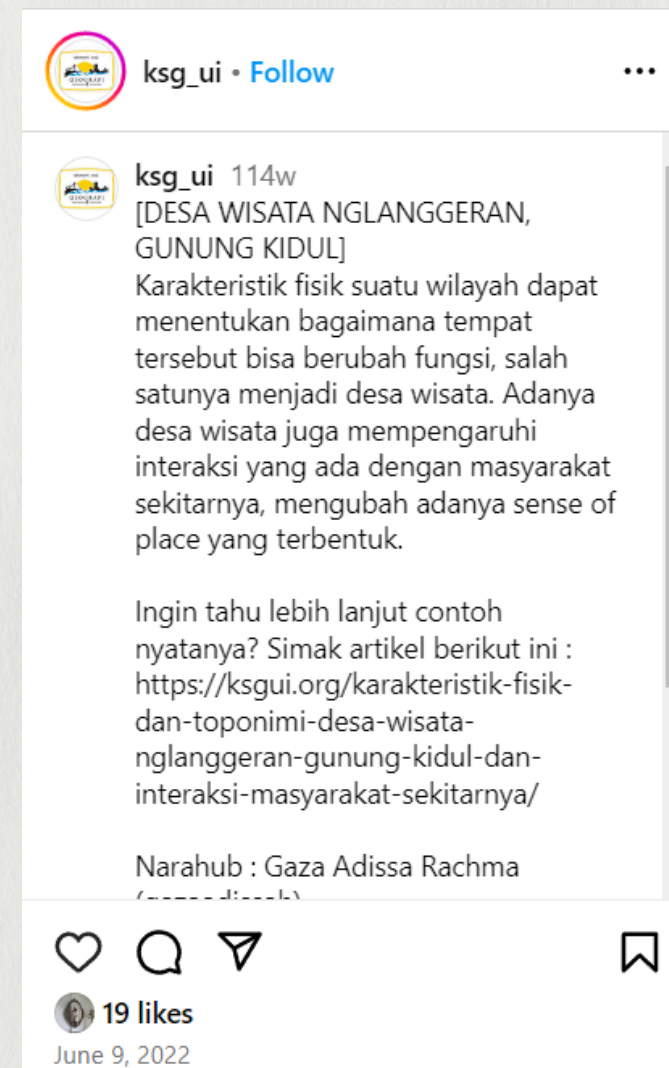


## Social Media Post

Developed social media content for the Instagram accounts of HMD Geografi UI related to marine life topics.

[Click Here to Read](#)

# My Portfolio



[Click Here to Read](#)

## Social Media Post

Created social media content for the Instagram account of KSG UI related to cultural topics in the context of spatial aspects.



*Let's Collaborate*

*With Me!* 

Contact Me At:



[fadhiahabiba04@gmail.com](mailto:fadhiahabiba04@gmail.com)



[Fadhia Habiba Ayyumi](#)



*Fadhia Habiba*

*Ayyumi*

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