

**MENTARI DWI MARZEIN**  
**PORTOFOLIO**  
content creator, public speaker, entrepreneur





# about me!!!

Student of Islamic Communication and Broadcasting at the University of Muhammadiyah Yogyakarta. Active as a public speaker, content creator and entrepreneurship. Have an interest in something challenging, passionate about learning, and self-development oriented. A field of in the communication industry is a mainly an public relations, corporate communication, strategic communication analysis.

Passionate about negotiating a project, designing on effective communication strategy, and generating innovation as a problem-solving effort. Willing to learn about new things, and trying to make a nice, warm environment profesionally and personally.

# EDUCATION



**MAN4  
JAKARTA**

Building Excellent Islamic Education

↳ **Religius Departement**  
**8,60/10.00**



↳ **S1- Islamic Communication and Broadcasting**  
**2021 - Now**  
**3.97/4.00**

# WORK EXPERIENCES

## PPTQ Aziziyyah



Teachers and  
Student Care Bureaus  
2019-2020

## Binaqu Academy



Brand Ambassador  
Jan 2023 - Now

## Quran Cordoba



Advertising and  
Product Awareness  
(Quran for Tajweed)  
Nov 2023

## Muslimah Beauty Care



Advertising and  
Product Awareness  
(Skincare Range)  
2022

## Thiqla



Advertising and  
Product Awareness  
(Jewellery for Muslimah)  
2023

## Kaysa Media



Advertising and  
Product Awareness  
(Quran and Book Series)  
2023

## Resep Uni Indri



Editor and Voice Over  
for Cooking Tutorial Videos  
Jun 2021 - Now

# EVENT EXPERIENCES



Speaker  
in Sempetin Ngaji Event



Speaker and Motivator  
at Rumah Literasi Mahasiswa Mesir



Speaker and Motivator  
at Studium Generale Rumah Quran



Speaker  
at Seminar Kesehatan Nasional



Master of Ceremony (Arabic)  
at Masa Taaruf UMY 2022



Master of Ceremony (Arabic & Indonesian)  
at Milad 111 Muhammadiyah



Training Guide (English)  
at International Conference



Master of Ceremony (English)  
at International Conference

# ORGANIZATIONAL EXPERIENCES

## Event Manager

### Muda Mendunia Festival UMY (2021)



- Identify the latest trends in the world of arts and youth culture to create relevant events
- Coordinate with various student activity units on various campuses to integrate their activities into the festival.
- Search for and contact a community of street artists who can make an artistic and creative contribution to the festival.
- Manage technical and logistical aspects on stage, including lighting, sound system and stage layout.
- Design event budgets and manage expenses efficiently.
- Create a sustainability plan to ensure that the festival can become an anticipated annual event..

## Event and Assignment Manager

### Masa Taaruf KPI UMY (2022)

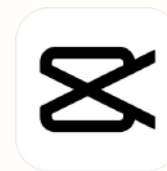


- Design an event theme that is relevant to the characteristics of the Islamic Communication and Broadcasting Study Program.
- Create event concepts that promote an inclusive, interactive atmosphere and encourage critical thinking.
- Involve alumni as resource persons or mentors at events to provide practical insight and motivation.
- Manage technical needs such as venue, presentation equipment and audio-visual needs.
- Encourage collaboration between freshmen and seniors to build social bonds.

# SKILLS & ABILITIES

- Public Speaking
- Project Management
- Problem Solving
- Social Media Management
- Content Creator
- Marketing
- Presenter
- Broadcasting
- Negotiation
- Event Planning
- Analytical Thinking
- Decision Making
- Creative
- Teamwork
- Integrity
- Writing Skill

# TOOLS



Google  
Sheets



Google Docs



PROJECT PROJECT  
PROJECT PROJECT  
PROJECT PROJECT  
PROJECT PROJECT





## Brand Ambassador of Binaqu Academy



## Objective:

- Increase Brand Awareness
- Increased Social Interaction
- Product Education
- Consistent Brand Representation
- Content Development

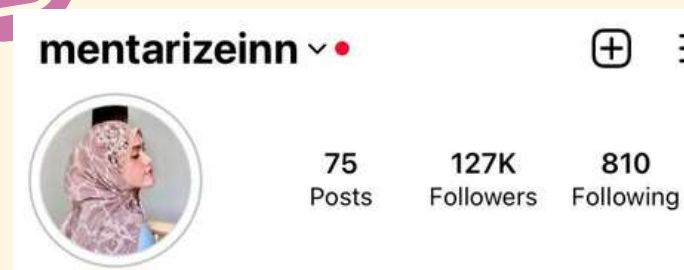
## Responsibility:

- Planning content monthly
- Create content and promotions weekly
- Collaborate on promotional content
- Provides content insights weekly

## Result:

- Enhance the company's image
- Create 1 content video weekly
- Increase 255.56%. new followers on company's social media account
- Increase 500++ new student

# CONTENT CREATOR



**mentarizeinn** ▾ ●

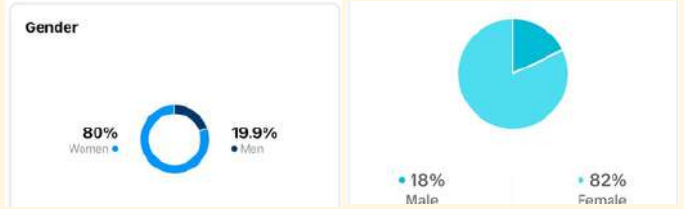
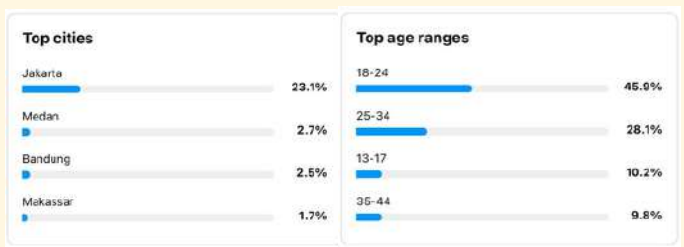
75 Posts   127K Followers   810 Following



Thumbnail 1: JANGAN KETUKER LAGI YA! (1,8M views)

Thumbnail 2: Apa sih perbedaan... (4,2M views)

Thumbnail 3: Jangan dibaca "ZO" (agi ya!) (1,8M views)




**@mentarizeinn**

27 Following   226,1K Followers   1,8M Likes



Thumbnail 1: TAHSIN ADDICTION (130,4K views)

Thumbnail 2: TAHSIN ADDICTION (1,2M views)

Thumbnail 3: TAHSIN ADDICTION (164,2K views)

Thumbnail 4: صَبِيحَاتُ طَيِّبَاتٍ (495,4K views)

Thumbnail 5: Hinnnnnn (3,3M views)

Thumbnail 6: TAHSIN ADDICTION (330,4K views)



## Objective:

- Increased Understanding of the Quran
- Development of Educational Materials
- Presentation of Analytics Monitoring and Evaluation of Accurate Information

## Responsibility:

- Compile informative and relevant Al-Quran educational materials.
- Planning content monthly and create content weekly
- Use valid and credible references to support each content
- Ensure good production quality to increase content appeal.

## Result:

- Reach the number of followers of 100-200k++ in a year
- Got more than 2.000.000++ likes
- Content views over 10.000.000++
- Receive 10++ offers of collaboration with Islamic brands
- trusted to campaign for humanitarian donations by the humanitarian community

# ADVERTISING



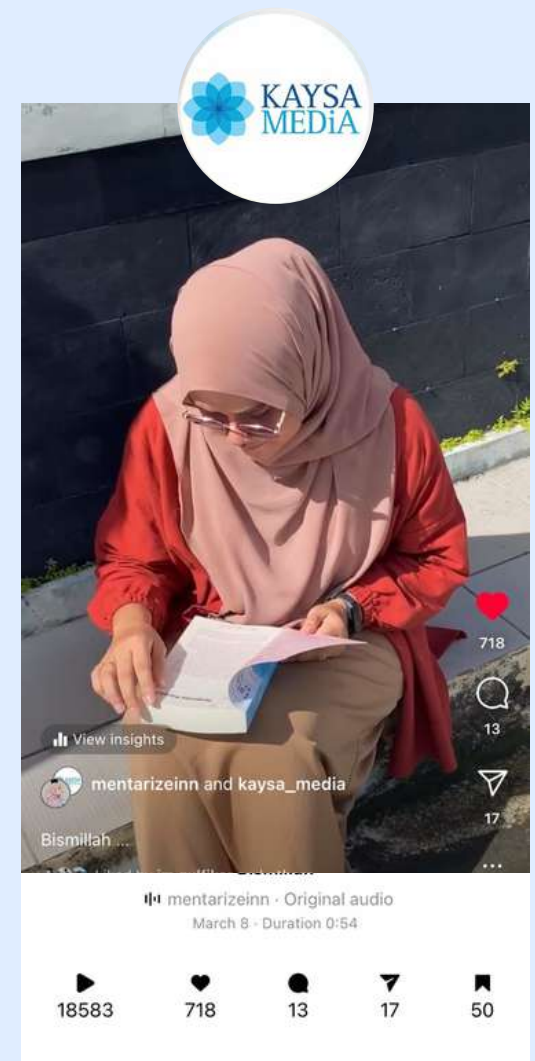
**Advertising and Product Awareness (Quran)**  
**Kaysa Media**  
**2023**



**Advertising and Product Awareness (Jewellery for Muslimah)**  
**Thiqla**  
**2023**



**Advertising and Product Awareness (Quran for Tajweed)**  
**Quran Cordoba**  
**2023**



**Advertising and Product Awareness (Book Series)**  
**Kaysa Media**  
**2023**

# CONTENT MANAGER, EDITOR, AND VOICE OVER



### Detail channel

www.youtube.com/@resepuniindri6348

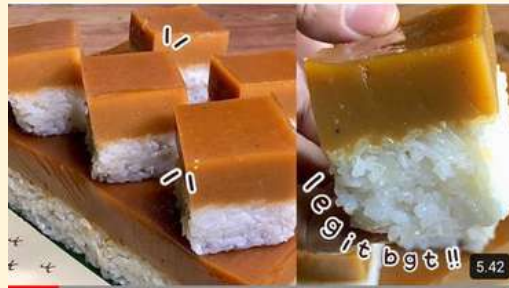
8,95 rb subscriber

196 video

834.056 x ditonton

Bergabung pada 8 Nov 2020

Indonesia



## Objective and Responsibility:

- Increase the number of channel subscribers with an interesting and consistent content strategy
- Building and strengthening the brand image of "Resep Uni Indri"
- Ensure content is search engine optimized (SEO) with good metadata to increase channel visibility.
- Design a diverse and engaging content schedule according to audience preferences and needs.
- Create, edit, provide sound for every video content uploaded twice a week

## Result:

- Increased revenue from YouTube monetization
- Receiving positive feedback from fans and followers, demonstrating success in meeting audience expectations.



# ENTREPRENEURSHIP

- **"Yamijau" is a culinary startup business that presents frozen food side dishes with self-created recipes, highlighting its authentic and unique taste.**
- **Detailed bookkeeping, "Yamijau" demonstrates a dedication to transparency and accountability in every step of production and product development.**
- **Through customer testimonials and awards, "Yamijau" has built a positive reputation as a provider of high quality frozen food dishes**





# **SOCIAL MEDIA MONTHLY REPORT (@MENTARIZEINN)**

**MENTARI DWI MARZEIN**

**<https://shorturl.at/puvF9>**

# CREATE LOGOS



MUTIARA ZEIN  
MAKE UP ARTIST

yamijau

# TALENT OF PHOTOGRAPHY





# ACHIEVEMENTS

**INSTAR**TER  
LEADERSHIP PROGRAM

**Awardee of Indonesian STAR  
Entrepreneurial Leadership Program  
by Paragon 2023**

**Beasiswa Cendekia  
BAZNAS 2023**

**Awardee of Beasiswa Cendekia  
BAZNAS Dalam Negeri 2023**

**BEASISWA UMUM 2023**

**Awardee of Beasiswa Umum  
dan Prestasi UMY 2022**

# 1st Place News Anchor KKI Day 2021

<https://shorturl.at/bgsEM>



- Ability to understand, analyze and present news with in-depth understanding
- Ability to speak clearly, confidently and attract the attention of the audience.
- Evaluate physical appearance, stage presence, and facial expressions during broadcasts
- Understand news broadcast format, including effective opening, reporting and closing.
- Appropriate speaking speed and articulation of words that are clear and easy to understand.



# CERTIFICATE



THANK YOU!!!



@mentarizeinn



@mentarizeinn



mentaridwim@gmail.com



mentari dwi marzein