Almasita Pekerti

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Education

George Mason University – Fairfax, VA | May 2025
B.A. in Communication, Concentration in Digital Production and Media Studies
Relevant Coursework: Digital Postproduction, Videography, Multi-camera Studio Production, PR & Social Media, Digital Advertising

Awards

Excellence in Video Blog Production | 2025
George Mason University Communication Department
- Recognized for creative content development, production quality, and effective execution.

Best Music Video Project | 2024
George Mason University Communication Department
- Awarded for strong storytelling, cinematography, and post-production execution.

Projects & Activities

"Expert Interview with Jennifer Cole" | March 2025
Video Production Project
- Coordinated pre-production and post-production responsibilities within a three-person team, contributing to research, location scouting, filming, scriptwriting, and video editing.
- Earned recognition for Best Production among 30 peers and received the department's Best Expert Interview award for production quality and execution.

"Patriot Plates" Campaign | November - December 2024
Social Media Marketing Campaign
- Led a 5-person team in developing and executing a social media campaign encouraging GMU students to adopt healthier eating habits through affordable and nutritious food choices.
- Developed and published campaign content across Instagram and TikTok, including social media posts and short-form videos.
- Generated more than 4000 impressions and 300 likes across both platforms within one month, expanding campaign visibility and engagement.

Professional Experience

&pizza – Arlington, VA | June 2023 – Present
Shift Leader
- Earned promotion to Shift Leader within 8 months of hire in recognition of strong performance, leadership, and operational capabilities.
- Directed and delegated responsibilities to teams of 6-8 employees per shift to maintain efficiency and consistent service standards.
- Resolved customer concerns through responsive, professional communication to enhance customer satisfaction and retention.
- Trained and onboarded 5 new employees (team members and shift leaders) helping them achieve role proficiency in an average of 1.5 weeks.
- Managed weekly inventory by ordering and monitoring stock levels to maintain product availability ensuring it's sufficient for daily operations.
- Executed opening and closing procedures, including cash handling, register reconciliation, and security checks.

Forever 21 – McLean, VA | August 2021 – July 2022
Sales Associate
- Delivered personalized customer service by helping guests locate and select merchandise.
- Maintained organized sales floors and fitting areas to create a welcoming shopping environment.
- Performed transactions on POS system, prioritizing accuracy and exceptional customer service.

Skills & Languages

Digital Media & Design: Adobe Creative Suite (Premiere Pro, Photoshop, Illustrator, InDesign), Canva
Language: Spanish (Beginner), Indonesian (Fluent).