



DEVI LIANOVANDA

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ABOUT ME

Hi, I'm Devi! Currently working at PT Ruang Raya Indonesia (Ruangguru) as a SEO Content Writer for Skill Academy's blog by Ruangguru. A passionate learner and able to work cooperatively as a team or independently.

EDUCATION

TELKOM UNIVERSITY | 2016 - 2020

Marketing Communications | GPA: 3.82

SMAN 1 WAMENA | 2013 - 2016

Science Major

- 2nd place speech and scientific writing "Traffic Safety" Jayawijaya Districts
- 3rd place winner in "Bela Negara" speech Jayawijaya Districts

SKILLS

Content Writing | Copywriting | SEO | Digital Marketing | Content Planning | Keyword Research | Self Management | Communication | Detail Oriented

SOFTWARE

Ms Office | HubSpot | Ubersuggest | Semrush | Google Analytics | Google Search Console (GSC)

WORK EXPERIENCES

PT RUANG RAYA INDONESIA (RUANGGURU)

Content Writer | March 2021 - Present

- Plan content topics to be written related to Business, Hard Skill, Soft Skill, Lifestyle, and Career Advice
- Write 3 high-quality blog articles per week in Bahasa Indonesia
- Do the topic research that meet the article requirements
- Do keyword research using Ubersuggest and Semrush

Content Marketing Intern | Oct 2020 - Feb 2021

- Generate an editorial plan for blogs of ruangkerja, Skill Academy and daftarprakerja.com every week
- Wrote 5 articles for the blogs of ruangkerja, Skill Academy and daftarprakerja.com per week
- Managed ruang kerja's Instagram and Twitter

PT ANGKASA PURA II

Commercial Intern | May - July 2019

- Create Airport PAS and work permit to all business partner
- Assist the division to handle cooperation with tenant in terms of opening sales counter in airport area
- Handled administration and daily report of Passenger Service Charge in scheduled and unscheduled flight

SMB TELKOM UNIVERSITY

Digital Media & Journalist | Nov 2018 - Dec 2019

- Developed and implement marketing strategies for the acceptance of prospective new students with a target of 7000 students every year
- Do a live report of marketing activities on social media SMB Telkom
- Led production team of promotional video vlog competition #telutizenberita

PT INOVASI TJARAKA BUANA

Marketing Staff | Apr - Dec 2018

- Planned, created, and executed MyNet social media content with establisher KPI
- Arranged offline and online campaign for MyNet Promotion
- Managed all social media of MyNet Bandung and Dapoer Kenzie

PROJECT & ORGANIZATION

GEMASTIK XII AT TELKOM UNIVERSITY

Head of Social Media Team | July - Oct 2019

- Planned and created Gemastik XII social media content
- Led journalists and design team to report, edit, and ensure all content uploaded according to the brief and schedule
- Managed Gemastik XII social media

URBAN VILLAGE FOR SUKABUMI REGION

Event and Creative Team | Jan - Dec 2018

- Created ideas for Sukabumi SAE's branding and get the award for best games and merchandise category
- PIC of #WujudkeunPlaraSAE campaign activities at CFD Dago Bandung and Telkom University
- Assist in design event concepts such as properties, costumes, and implementation scenarios