

ALYSHA ANINDITA AYUCHANIA

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Bekasi, Indonesia

Highly motivated and critical thinking, graduated student of Business Digital & E-Commerce Brawijaya University. Deeply interested in Digital Marketing, SEO, Social Media Marketing. I am a responsible person, hard worker person, have a good communication and easy socialize with other person. I have several experience in Digital Marketing including Social Media Marketing, Website Development, Kol Influencer, E-Commerce Marketing, but I am looking forward to challenge myself and grow more from future working experience.

Work Experiences

PT Inspirasi Mandiri Nusantara - Jakarta

Jun 2021 - Oct 2021

Digital Marketing Internship

- Successfully increased up to 10.000++ followers on Instagram (KI & KIA)
- Led 20 members and 7 departments in 2 clusters with running company projects (Digital Marketing Class, Graphic Design Class, Data Analyst Class, Career Preparation Class)
- Created 12 marketing strategy projects to get online class participants with collaboration between business and creative ideas
- Conducted competitor research and analysis to evaluate and update strategies for company projects
- Controlled the flow of content publication on social media and evaluated content substancesee less

Indonesia Direct - Jakarta

Jun 2021 - Nov 2021

SEO Internship

- Making content marketing for business
- Create core content about export and import
- Writing about issues export latest
- Compile CTA on website and article according to SEO
- Develop the Indonesia Direct website to make it more SEO friendly
- Forming articles from several core content materials

CV Uget Corp - Bekasi

Oct 2021 - Apr 2022

Social Media Marketing Support

- Successfully increased up to 2800 followers on Instagram (Iwak Ikan Giling Indonesia).
- Drafting marketing content for social media content (feed, reels, instagram story and youtube).
- Research for Instagram profile by analyzing consumer interest and insight.
- Posting content material every day according to viewing hours according to the level of customer interest.
- Run ads using Instagram ads and make a report of Instagram Ads.

PT Wijaya Karya Bitumen - Jakarta

Feb 2022 - Aug 2022

Digital Marketing Contract

- Discussing the schedule of Wika Bitumen's social media marketing content
- Conducting meetings related to content ideas and content
- Forming a marketing content design
- Establish content analysis to the target audience
- Shaping video content such as reels and Instagram Stories

PT Wijaya Karya Aspal - Jakarta

Apr 2022 - Aug 2022

Digital Marketing Contract

- Discussing the schedule of Wika Bitumen's social media marketing content
- Conducting meetings related to content ideas and content
- Forming a marketing content design
- Establish content analysis to the target audience
- Shaping video content such as reels and Instagram Stories

PND Ice Making System - Jakarta

Jun 2022 - Sep 2022

Market Research & Digital Marketing Support Contract

- Perform as market research and competitor analysis in across online media channel.
- Supporting marketing team in ideating and executing digital marketing campaigns.
- Create marketing report and analysis on a weekly basis.
- Successfully advertised on Facebook ads with awareness campaigns and conversions campaigns to get new leads.
- Creating timeline content for Instagram and creating supporting copywriting.

Junior Digital Marketing

- Create creative brief that are use as a source of creative images, creative videos or creative motion graphics that are use content for advertising
- Communicating with designers regarding creative brief ideas and how to shape and revise content with designers
- Creating strategic campaigns for ads, including budgeting plans, audience selection plans, scaling budget plans for the campaign
- Determine the idea or design of the campaign strategy, using the concepts of first layer (tofu), second layer (mofu & bofu)
- Inputting creative assets to the media library and forming content copywriting on the facebook creative hub mockup
- Running campaign on the date and time that have been adjusted
- Maintain and control the campaign in accordance with the KPI for the winning campaign that has been formed
- Establish reporting campaign (covering testing campaign and main campaign)
- Updating the financial data report of the spending campaign and calculating the revenue from the campaign

Education Level

Universitas Brawijaya - Malang

Aug 2020 - Jul 2022

Diploma in Digital Business and E-Commerce, 3.90/4.00

- Successfully obtained funding from a business plan competition at the ministry of education level
- Successfully become a graduate with cum laude grades

Organisational Experience

Creanomic - Malang

Oct 2019 - Aug 2021

Staff Media Management

- Preparing campaign for event
- Make content schedule for post in social media
- Preparing copywriting for content and upload content

DPM Vokasi Brawijaya University - Malang

Jan 2021 - Dec 2021

Secretarial Staff

- Record incoming and outgoing mail
- Forming an invitation letter

Skills, Achievements & Other Experience

- **Content Marketing Strategy and Copywriting, Google Indonesia** (2020)
- **Mini Stack Digital Marketing, RevoU** (2021)
- **Microsoft Certification, Trust Training Patners** (2021)
- **Digital Marketing Certification, Badan Nasional Sertifikasi Profesi (BNSP)** (2022)
- **Facebook Ads and Tiktok Ads Class MEA Community** (2022)