

Filza Intan Mariezka, Creative Writer
085691472811, filzaintanm@gmail.com

LINKS	Find my portfolio here!
PROFILE	Experienced in all aspects of content creation, from ideation to execution, including content planning, writing, editing, and social media management.
EMPLOYMENT HISTORY	
Aug, 2021 - Mar, 2023	Senior Script Writer, PT. Pricebook Digital Indonesia <ul style="list-style-type: none">• Grew the Pricebook Beauty YouTube channel by an average of 2000 subscribers per month through strategic content development and promotion• Developed and wrote scripts that resulted in increased views, engagement, and shares on YouTube and TikTok• Produced monthly reports on YouTube and TikTok performance
Jan, 2021 - Jul, 2021	SEO Content Writer, ITMI-PT. Indopasifik Teknologi Medika Indonesia <ul style="list-style-type: none">• Created high-quality, search engine optimized content that attracted more visitors to the website through organic search• Wrote three articles for company's website• Prepared the copywriting for push notifications, broadcast messages, and email blasts for Jovee's users
Oct, 2019 - Aug, 2020	Vendor Relationship Executive, The Bride Dept <ul style="list-style-type: none">• Executed and managed the client's social media campaigns.• Handled regular social media advertisements for the wedding vendor• Enrolled subscribing vendors in the vendor directory on the website thebridedept.com
Dec, 2018 – May, 2019	Account Executive, Scarf Media <ul style="list-style-type: none">• Organized a high-end cosmetics brand event valued at IDR 50 million• Managed social media campaigns for various cosmetics brands, ranging from cosmetics to health products• Continuously prepared partnership proposals to facilitate collaborations between brands
Aug, 2018 – Nov, 2018	Creative Writer, popbela.com (Part of IDN Media Group) <ul style="list-style-type: none">• Developed SEO-optimized content about beauty, health, and lifestyle, which increased visibility on search engines• Attended events such as product launches, media gatherings, and press conferences• Conducted interviews with actresses/influencers for editorial news on the website
EDUCATION	Public Relations, Universitas Padjadjaran Aug 2014 – May 2018 Bachelor of Communication GPA 3.61 of 4.00
SKILLS	Creative Writing Content Planning Content Writing Copywriting Editing Short Video Canva
COURSES	BelajarLagi-Full Stack Digital Marketing (01/2022 -02/2022) Lingkaran.Co-CRP Digital Marketing (09/2020 -10/2020) International Design School-Digital Marketing Course (01/2019 -02/2019)