

# AISYAH DANIAYU

## Copywriter

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## SUMMARY

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A copywriter with three years of diverse experience in the fashion, food and beverage, and corporate sectors. Expertise lies in crafting compelling content for social media and websites, effectively engaging audiences, and driving brand messages.

## EXPERIENCE

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### Sour Sally Group – Jakarta

Copywriter (May 2024 – Present)

- Create guidebooks for all Sour Sally Group's brand
- Create copy for new menus and product descriptions
- Create presentation deck
- Write press release for medias

### ESQ Group – Jakarta

Copywriter (February 2024 – May 2024)

- Create landing pages for UAG University
- Create landing pages for ESQ Course
- Create copy for creative ad purposes
- Create monthly content plans for ESQ Group SBU
- Responsible monthly content plan for 3 SBU
- Writing clear, concise, and grammatical captions for Instagram posts

### HIJUP – Jakarta

Junior Copywriter (March 2022 – June 2023)

- Responsible for writing three fashion article a week (minimum)
- Create monthly fashion contents on Instagram reels
- Writing clear, concise and grammatically copy for promotion post on Instagram.
- Create concise copy for main banner and mini banner on website, as well as Instagram story
- Writing WhatsApp blast promos along with supporting UTM links
- Create entertaining contents for live shopping promotion needs

### HIJUP – Jakarta

Content Writer (July 2021 – March 2022)

- Write clear and concise copy for products description
- Responsible for writing fashion article twice a week
- Helping creative team for making weekly fashion contents on Instagram reels
- Responsible for making Islamic content on Instagram feed
- Create concise copy for mini banner promotion on website

### HIJUP – Jakarta

Content Creative Intern (November 2020 – July 2021)

- Write clear and concise copy for products description
- Responsible for writing fashion article once a week
- Helping creative team for making weekly fashion contents on Instagram reels

## EDUCATION

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### University of Brawijaya (2015 - 2020)

Bachelor of Physics

## SKILLS

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- Copywriting
- Creative Writing
- Web Content Writing
- Communication
- English Speaking and Writing.