

Hilya Nafylah

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EXPERIENCE

Content Specialist

Nov 2020 - Present

PT Komunikasi Nusantara Lestari

- Collaborate with team and clients to develop innovative marketing campaigns and strategies with accompanying copy, through various channels including email, web, print media, and social media.
- Manage and develop content for blogs, articles, product descriptions, social media, advertisements, podcast, and company website.

Content Specialist

Mar 2020 - Sep 2020

CV Upaya Berjaya

- Create monthly social strategies in alignment with our brand and marketing goals.
- Collaborate with marketing & kitchen team to develop eye-catching marketing campaigns for social media to boost sales.
- Supervise and assign projects and tasks to marketing team, ensuring timelines, quality, and consistency
- Develop content for product descriptions, social media, and company website.

Copywriter

Aug 2019 - Feb 2020

PT Indonesia Nara Karya

- Conducting in-depth research on industry-related topics in order to develop original content.
- Manage and develop content for blogs, articles, product descriptions, and social media.

Public Relations Intern

Feb 2019 - Jun 2019

PT Indonesia Nara Karya

- Research communities, venues, competitors, and press mentions
- Media monitoring
- Translation of documents

EDUCATION

Bachelor of Humanities (B.Hum.) - Philosophy

Aug 2015 - Aug 2019

Universitas Indonesia, Depok

Focusing on Ethics and Aesthetics

GPA 3.64 out of 4.00

LICENSES & CERTIFICATIONS

C2 Proficient - Standard English Test

2021

English First (EF)

Digital Marketing

2021

Badan Nasional Sertifikasi Profesi (BNSP)

The Fundamentals of Digital Marketing

2021

Google Digital Garage