



PROFILE INFO

Hi, I'm Amy Mulyani, S.H, you can call me 'Mey' my nickname as a Copywriter, now I turn 26 y.o.

My expertise centers on Creative Copywriting, Branding and Marketing, Digital Marketing, and Legality, with more than two years of experience. Each piece of content that I publish on Social Media, Websites, or the Marketplace will be converted from information, attraction, and engagement, to sales. Each of my copywriting uses the FOMO (Fear Of Missing Out) and AIDA (Awareness, Interest, Desire, and Action) techniques to give the trigger that the product being sold is better than its competitors in terms of Branding, Packaging, and Advantages according to the market.

AMY MULYANI

COPYWRITER & DIGITAL STRATEGIST



Phone

(+62) 851-5638-2309



Email

amymulyani15@gmail.com



Address

Jalan Cipondoh Nomor 224, RT/RW 005/006, Cinunuk, Cileunyi, Kab. Bandung, 40624.

SKILLS

- Copywriting
- Digital Strategist
- Content Development
- Marketing & Branding
- SEO
- Customer Complain Handling
- Social Media Strategist
- Sistem Manajemen Mutu

EDUCATION & COURSES

UNIVERSITAS ISLAM NUSANTARA

Law Bachelor's Degree
2015 - 2020

UDEMY

Copywriting & SEO for Beginners:
Complete Copywriting Course
Oct 2021

SYCA ACADEMY

Passion to Profit Challenge
Aug 2021

NEYMA WAY BRAND & COMMUNICATION

Fantastic Brand
July 2021

INSIGHFUL COPYWRITING INDONESIA

Copywriting Class
Jan 2021

WORK EXPERIENCE

JAN 2022
NOW

DIGITAL STRATEGIST TERUMBU MEDIA CREATIVA

- Ensure every marketing proposal presented to clients is accurate and correct.
- Helping clients to optimize the Brand Identity Guideline, Branding & Marketing, and revamping the marketplace with the help of Google Ads, Facebook Ads, and CPAS.

JAN 2021
NOW

COPYWRITER AISHA V-CARE

- Create daily content writing, including Copywriting, Content Writing, Articles SEO Friendly, Landing Pages, Sales Pages, Facebook Ads, TikTok Ads, and all kinds of writing.
- Producing monthly Content Ideas and Campaigns based on the Niche of the Brand, the Values of the Brand, and emerging trends, especially those that match the niche or campaigns promoted that month.
- Develop product descriptions, ingredients, how to use them for packaging purposes, product copywriting, product catalog, as well as Landing Pages.

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40624.

WORK EXPERIENCE

JULY 2021
MAY 2022



MARKETING & BRANDING AISHA V-CARE

- Planning, strategizing, and executing marketing designs and activities to establish and maintain brand presence in the market.
- Coordinate activities of specialists involved in the brand positioning of the products.
- Making and assisting landing page, sales page, copywriting also SEO on web development.

NOV 2021
FEB 2022



QUALITY MANAGEMENT SPECIALIST AISHA V-CARE

- As part of my company's efforts to become certified by the Food and Drug Association regarding Cosmetics, I made Standard Operating Procedures for the Bottleneck Warehouse.
- As a result, I created and implemented various forms, warehouse maps, and detailed SOPs for Production, Flowcharts, Sanitation and Hygiene, Packaging Materials, and Employees according to the Good Cosmetics Manufacturing Method from the Food and Drug Association.
- I also contributed to providing continuous training for employees until the Food and Drug Association certification process came out.

FEB 2022
MARCH
2022



COPYWRITER DREAMLAB

- For DreamLab's Instagram Feed, I wrote daily copy, content, and any kind of writing.

APR 2020
JUNE 2021



HEAD OF DIGITAL MARKETING TENTRA COFFEE

- Responsible for the ongoing cafe opening project.
- Draft a cafe cost budget, suggest purchasing products within budget, and make a purchase invoice.
- Assisting with the profit-sharing system, target marketing, follow-up with investors, salaries for workers, and others.
- Analyze social media marketing and manage the ads, paid-promote, and endorse going well.
- Make some content writing on Instagram and TikTok.

REFERENCE:

Mr. Harry Hanafiah as Project Manager of
Terumbu Media Creativa
(+62) 813-9899-9071

Mrs. Helga Larasati as CBO of Aisha V-Care
(+62) 811-2424-834

COVER LETTER

RECIPIENT

TO:
Mr. & Mrs.
human Resources Development

Dear. Mr.& Mrs. HRD

Here is a detailed description of my work history as a Copywriter as well as a Digital Marketing & Branding Strategist. My work experience is based either on an employment contract or on pre-adjusted output.

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It doesn't stop there, I'm excited about new challenges. For example, I have created a Quality Management System for my company, namely in the field of Skincare specifically for the Treatment of the Female Area. I have also provided several pieces of training for the employees there, such as Training for Good Cosmetics Manufacturing Practices, and also for Customer Service.

I hope we'll be in touch with any Company in this field because I am open to work by remotely and part-time. Thank you for reading my summary.

Kind Regards,

Amy Mulyani.

