

Devi Fitri Krisrera

Digital Marketer

Contact

Bandung, Indonesia
085624048311
devifitri17@gmail.com

Portfolio

devifitri17.journoportfolio.com

Education

Politeknik Negeri Bandung
English Linguistics (D3)
GPA. 3.36

Key Skills

Copywriting
Digital Ads
SEO Content Writing
Content Research and
Development

Tools

Clickup
Meta Business Suite
Meta, TikTok, Google Ads
Socialblade
SEMRush
Ubersuggest
Google Trends
Canva
Capcut

Objective

A digital marketer with 5 years of experience in crafting content for 10+ industries. Proven ability to develop social media content, SEO articles, and digital ads that enhance brand reputation and engage diverse audiences. Demonstrates strong initiative and teamwork in executing responsibilities.

Experience

JULY 2024 – PRESENT

Digital Marketing Strategist

Insignia Indonesia

- Write SEO friendly articles about e-commerce market insights and bring the website to the top 4 on Google for the keyword "e-commerce insight."
- Manage company's social media accounts and develop insightful copy briefs across five industries, including AI, cloud, CRM, digital human, and e-commerce.
- Increase one business unit's Instagram profile visits by 4.8x in 2025 compared to 2024.
- Craft storyboards and copy for various marketing assets, including credential videos, website, company profile, landing pages, whitepapers, brochures, and roll-up banner.
- Run B2B Meta Ads, TikTok Ads, and Google Ads for two business units, and achieved the lowest cost per lead (Rp3,400/lead vs. an average of Rp11,900/lead).
- Generate high-quality leads and acquire nine new B2B clients within 1.5 years.
- Develop content plans for three business units' account and ensure effective delivery across each platform.
- Collaborate with graphic designers, UI/UX designers, and video editors to transform copy briefs into compelling content.

MARCH 2024 – JANUARY 2025

Freelance Social Media Content Creator

Finansialku

- Created informative copy briefs about investment and wealth management for Finansialku's client, namely Moduit.
- Observed latest trend about stocks, bonds, and money market in Indonesia.
- Worked closely with the team of Finansialku and Moduit to brainstorm on content's topics.

OCTOBER 2023 – JUNE 2024

Social Media Marketing

Sasana Digital (SSD)

- Created content briefs (copy image, caption, hashtag, creative scripts, and video brief) for three SSD products in the industry of SaaS, Digital Marketing, and Point of Sales (POS) system.
- Handled all SSD's social media channels, including Instagram, Youtube, TikTok, and LinkedIn.
- Grew one of SSD's products engagement rate by 34% within a month.
- Collaborated with graphic designers and video editors to produce various types of content, such as IG feed, IG stories, short videos, and long videos.
- Created monthly report and planning social media improvements.

FEBRUARY 2021 – SEPTEMBER 2023

Copywriter

TUW Consultant

- Observed trends, planned, and produced content that adhere to brand's voices.
- Researched, wrote, and optimized 150+ SEO-friendly articles related to digital marketing.
- Reached the top 3 position in the most-viewed Digital Marketing School's articles with the impression of 8.36k and ranked number 1 on Google.
- Wrote a compelling copy and caption for 20+ clients' daily social media posts, both organic and paid.
- Successfully created engaging posts that increased one of client's Instagram followers by 53%, and its reach by 250%.
- Wrote engaging copies for various mediums, including landing page, email marketing, and WhatsApp blast.
- Wrote creative scripts for TikTok, Reels, and endorsement needs.

Courses

JANUARY 2021

Planning SEO Friendly Content

PT Revolusi Cita Edukasi (RevoU)

Test Scores

SEPTEMBER 2020

English Proficiency Test

Score: 530

Certificate Institution: UPT Bahasa POLBAN

AUGUST 2020

Microsoft Office Specialist

Score: 830

Certificate Institution: Certiport

SEPTEMBER 2019

TOEIC

Score: 765

Certificate Institution: International Test Center