



ISLAH MANESSA

COPYWRITER

CONTACT

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SOFTWARE

Creative Cloud (PS, AE, PR)

Vegas Pro

Figma

Canva

Google Workspace

Microsoft Office Suite



SKILLS

Copywriting & copyediting

UI/UX writing & design

Creative design

Video editing

Social media management

Market research



EDUCATION

Bachelor's Degree

The University of Newcastle

Singapore - 2012-2016

Double majors in PR & Journalism



LANGUAGES

English (native)

French (conversational)

Indonesian (native)

Chinese (beginner)

PROFILE

Well-rounded creative storyteller with over three years of agency experience producing high-impact copy and brand content across campaigns, verticals, and industries. Possess strong research skills, digital marketing know-how, and a flair for writing engaging narratives and stories that make the audience tick.



WORK EXPERIENCE

Copywriter

JJ Indonesia, Jakarta - Full-time

Mar 2023 - present

Clients: So Klin Detergent, So Klin Lantai, Daia, and Fresly Air Care

- Help the team win creative pitches by brainstorming, developing, and executing advertising concepts in the forms of storyboards and stillomatics according to the clients' briefs.
- Conduct market research alongside the creative and account teams to create appealing content for marketing and social media campaigns.
- Assist the creative directors and external vendors (e.g., production houses and studios) throughout the production process to ensure the timely delivery of any creative output, ranging from TVCs to radio ads.
- Create graphic designs using Photoshop and Canva for internal and external creative needs (e.g., marketing decks, brand strategies, and creative pitches).
- Briefly assigned to conceptualise and produce social media content on Instagram and TikTok.

Technical Copywriter

Asahi Technologies, New York - Freelance

Dec 2021 - Apr 2022 | Feb 2023

As a remote freelancer on a per-assignment basis, my responsibilities included:

- Distilling complex and technical concepts into clear and insightful blog posts for the B2B audience
- Crafting compelling UX and web copy to address content gaps in the value offerings
- Liaising with the client on project progress, milestones, and any upcoming assignments through Jira.

Project Manager/Copywriter

Script Consultants, Singapore - Full-time

May 2019 - Oct 2020

Clients: OCBC, Citibank, KPMG, Terrenus Energy, Tritium Fund, A*STAR, Shopmatic, NTU, Lait-Nacre, 3DOM, and more

- Successfully delivered high-impact copy to help build brands, drive conversions, and create consumer engagements in the digital space.
- Created niche articles, blog posts, and web content based on market research and relevant SEO keywords.
- Developed and designed fact sheets, financial articles, and investment prospectuses for fintech clients.
- Strengthened the company's online presence through corporate blogging on key industry topics, such as content marketing and corporate sustainability.
- Managed the company's Facebook, LinkedIn, Twitter, and Google My Business accounts.
- Created various collaterals, such as web banners, slide decks, market reports, and infographics for business development and promotional activities.
- Increased monthly traffic, following, and clicks on the company's LinkedIn pages by 180% on average.