

ROFIQOH DZAHABIYAH

COPYWRITER

ABOUT

A recent honors college graduate with entry level experience in copywriting, UX Writing, and research with strong knowledge skills in psychology field.

WORK EXPERIENCE

Copywriter at Klinikgo (Full Time - Contract)

December 2020 - Now

- Conducting thorough research on industry-related topic from online resources and company's data
- Create schedule and calendar plans for content releases
- Write clear marketing copy to promote Klinikgo's products/services/activities
- Prepare well-structured marketing content drafts.
- Proofread and edit marketing content posts before publication
- Coordinate with graphic designer or videographer to create the illustration.
- Implement effective and efficient strategy to increase user engagement with the marketing content.
- Promote the marketing content on various online/offline platform following Lead of Brand Marketing and Communication's directions.
- Helping creating the UX writings for Klinikgo's upcoming website and application

Copywriter at Perawatku.id (Full Time - Contract)

December 2020 - Now

- Conducting thorough research on industry-related topic from online resources
- Create schedule and calendar plans for content releases
- Write clear marketing copy to promote Perawatku's products/services/activities
- Prepare well-structured marketing content drafts.
- Proofread and edit marketing content posts before publication
- Coordinate with graphic designer or videographer to create the illustration.
- Implement effective and efficient strategy to increase user engagement with the marketing content.



PROFESSIONAL SKILLS

Copywriting
Content Creating
Communication
Ability to Work Under Pressure
Adaptability
Teamwork
Fast learner
Motivated

EXPERTISE

Ms. Word
Excel
Power Point
English Translation

LANGUAGE

English
Limited Working proficiency
(Scored 533 on TOEFL
Prediction Test)

Indonesian
Native or Bilingual proficiency

CONTACT

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Komplek Pam Jaya, Jatikramat,
Jatiasih, Bekasi

Part Time Copywriter at Ibunda.id

October 2020 - December 2020

- Responsible for creating copy materials to promote Insight Me's product on social media (microblog content, campaign, and engagement content)
- Brainstorm and collaborate with team for new ideas and content strategies
- Conducting thorough research from online resources (journal & article) and company's data
- Proofread and edit content before publication

Content Marketing Intern at Ibunda.id

May 2020 - September 2020

- Responsible for creating microblog and engagement content in Instagram and tiktok to promote Insight Me's webinar and online class.
- Brainstorm and collaborate with team for new ideas and content strategies
- Conducting thorough research from online resources (journal & article) and company's data
- Assisting digital marketing events
- Helping to coordinate with stakeholders
- Research assisting for Insight Me's product (webinar & online class)

VOLUNTEER EXPERIENCE

Content Manager at Doteens

October 2020 - January 2021

- Create schedule and calendar plans for content releases
- Brainstorm and collaborate with team for new ideas and content strategies
- Proofread and edit content before publication
- Supervise and manage content team

EDUCATION

Jakarta Islamic School Junior High | 2009 - 2012

SMAI Nurul Fikri Boarding School | 2012 - 2015

Universitas Pendidikan Indonesia | 2015 - 2020

GPA 3,19

COURSE, WEBINAR AND WORKSHOP

2021

- Digital Campaign 101: How to Create a Creative Campaign Strategy (DewataTalks)
- Conversational Writing 101 : Belajar Menulis Kata-Kata untuk Produk Digital yang Mudah Dipahami (Magika Studio)
- How to Design with Words (Tutormu)
- How to Write Effective UX Copy for an App (Tutormu)
- UX Writing 101: Developing Effective Content for Users (DewataTalks)
- Hangout sama UXW dari @tiketdesign (UX Writing Club)
- 100+1= UX Writing for Beginner (NusaTalent)
- Memahami Dasar UX Writing (Lingkaran)
- UX Research for Beginners (DewataTalks)
- UX Writing #1 with Evira Tiffany (Mentify)
- UX Writers Have Bad Days, Too: The Ups and Downs of Being a UX Writer in Tech Companies (Magika Studio)
- Intensive Mentoring Copywriting (Dibimbing)
- Talk With The Expert in Content Writing, Copy Writing & UX Writing (Exabytes)