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Copywriter



# Portfolio

orbit  
Jobs

YOUR  
GATEWAY  
TO INDUSTRY  
4.0 JOBS

orbit  
FUTURE ACADEMY

Skills  
For  
Future  
Jobs

Lysti Rahma

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LYSTI RAHMA

# About me

Since November 2020, I have been actively contributing my writing talents to a range of media outlets, including SEO-optimized blog posts, news sites, advertising campaigns, and social networks such as Instagram. My work has been published on a variety of platforms, including Narasi.tv, Kumparan.com, TabloidBintang.com, LINE TODAY, Berita Lima, and more.

## TECHNICAL SKILL

Persuasive

Creative

SEO

# Orbit Jobs

Created written content for Orbit Jobs on Instagram which has 7000+ followers, B2B and B2C email marketing, a monthly newsletter for internal, job seekers and employers, a landing page Virtual Career Fair (Registration, Program, Step by Step, Benefit), and weekly SEO articles



# B2B



Specializes in providing recruitment solutions and HR consulting services to businesses. Orbit Jobs services include Recruitment Process Outsourcing (RPO), headhunting, talent acquisition, and other customized staffing solutions.



# Project 1

## AskTheRecruiter

AskTheRecruiter is a **weekly** unique content where partnerships can engage with Orbit Jobs employers, particularly recruiters. This content allows me **to ask trendy and insightful questions about job searches**, covering a wide range of topics related to career advancement and employment. It provides an opportunity for recruiters to share their expertise, offers valuable insights, and addresses the latest trends in the job market.





**Orbit Jobs** | 100k+  
15.000+  
1.000+

### Highlighting Key Skills and Qualities in Your Job Application

#AskTheRecruiter

Episode #2

An interview with:  
**Zufadly Mustofa**  
Recruitment and Employer Branding Specialist  
at Auna

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**Orbit Jobs** | 100k+  
15.000+  
1.000+

### What are the Key Skills & Knowledge Required for Leadership in Industry 4.0?

#AskTheRecruiter

Episode #3

An interview with:  
**Ag. Purnama**  
Head Human Resources & Finance Manager  
at PT Unipower Technology Indonesia

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**Orbit Jobs** | 100k+  
15.000+  
1.000+

### Industry 4.0 Revolutionizes Workforce: What Skills Will Be in High Demand?

#AskTheRecruiter

Episode #4

An interview with:  
**Christine Natalia Simanungkalit**  
Talent Acquisition & Engagement Manager  
at NTT Data Business Solution

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**Orbit Jobs** | 100k+  
15.000+  
1.000+

### How to Tailor Your Resume & Cover Letter for Maximum Relevance to a Specific Role?

#AskTheRecruiter

Episode #5

An interview with:  
**Fachri Fachreji**  
HR Operations at PT Revasa Utama Medika

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**Orbit Jobs** | 100k+  
15.000+  
1.000+

### How to Discover a Candidate's Career Goals & Role Expectations?

#AskTheRecruiter

Episode #6

An interview with:  
**Dhea Kusuma Dewi**  
Talent Sourcing & Employer Branding  
at Mega Persada Group

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**Orbit Jobs** | 100k+  
15.000+  
1.000+

### How to Express Genuine Interest in a Company & Follow Up After a Job Interview

#AskTheRecruiter

Episode #7

An interview with:  
**Moh. Fahmi Saputra**  
HR Generalist Officer at VENTENY Indonesia

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**Orbit Jobs** | 100k+  
15.000+  
1.000+

### Is AI Revolutionizing Recruitment? Discover How It Automates Key Hiring Tasks!

#AskTheRecruiter

Episode #8

An interview with:  
**Rafi Yunan Putera Cono**  
Talent Acquisition Sourcer at DCSH  
PT. Wicaksana Overseas International Tbk

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**Orbit Jobs** | 100k+  
15.000+  
1.000+

### What Essential Qualities and Skills Do Recruiters Look for in Intern Candidates?

#AskTheRecruiter

Episode #9

An interview with:  
**Nopiati Amelia**  
Recruitment Officer at Indivara Group

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**Orbit Jobs** | 100k+  
15.000+  
1.000+

### What are the Essential Do's & Don'ts for Personal Branding on Social Media for Job Seekers?

#AskTheRecruiter

Episode #10

An interview with:  
**Fadzillah Khairunnisa Lumaela**  
HR Recruitment at HAKA Dimsum Shop

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# Project 2

## Headhunting - RPO - Outsourcing

Welcome to my daily routine! As part of my responsibilities, I curate and create captivating B2B content focused on RPO Headhunting and Outsourcing. With my dedication and expertise, I produce around **10 engaging carousels each week**.





## Gen Z Is Struggling

Tips to Encourage Employee Retention

Swipe Left →



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## Discover the Benefits of Job Shadowing

Guide to establishing your employee development program

Swipe Left →



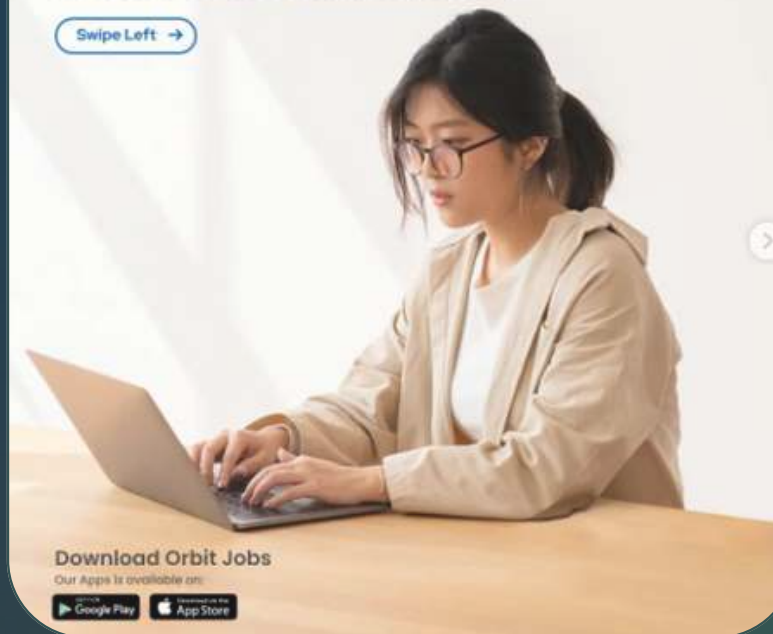
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## Tips for Maintaining a Hybrid Workplace in the Post-Pandemic Era

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## Marketing Meets Recruiting: New Trends in Attracting Top Talent

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## Talent Sourcer vs. Recruiter What Is the Difference?

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## Did you know?

Recruitment Process Outsourcing (RPO) involves more than just filling job vacancies, it entails collaborating with organizations to enhance their internal recruitment procedures. RPO is an affordable business tactic that can boost productivity.

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## Reducing Unconscious Bias in Hiring

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## Ideas To Improve Your Employer Branding

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# Project 3

## Collaboration

As part of my role, I brainstorm and craft compelling content centered around enhancing client collaboration. Through insightful social media posts, I delve into the essential elements of successful collaboration, sharing valuable tips and strategies that empower businesses to maximize their partnerships. I specifically focus on persuasive communication techniques.



# B2C

A job portal service that connects job seekers with potential employers. Orbit Jobs platform provides job seekers with access to a wide range of job openings in various industries and locations, making it easier for them to find their ideal job.

Explore a million  
opportunities only on  
**Orbit Jobs!**

**Download Orbit Jobs**

Our Apps is available on:

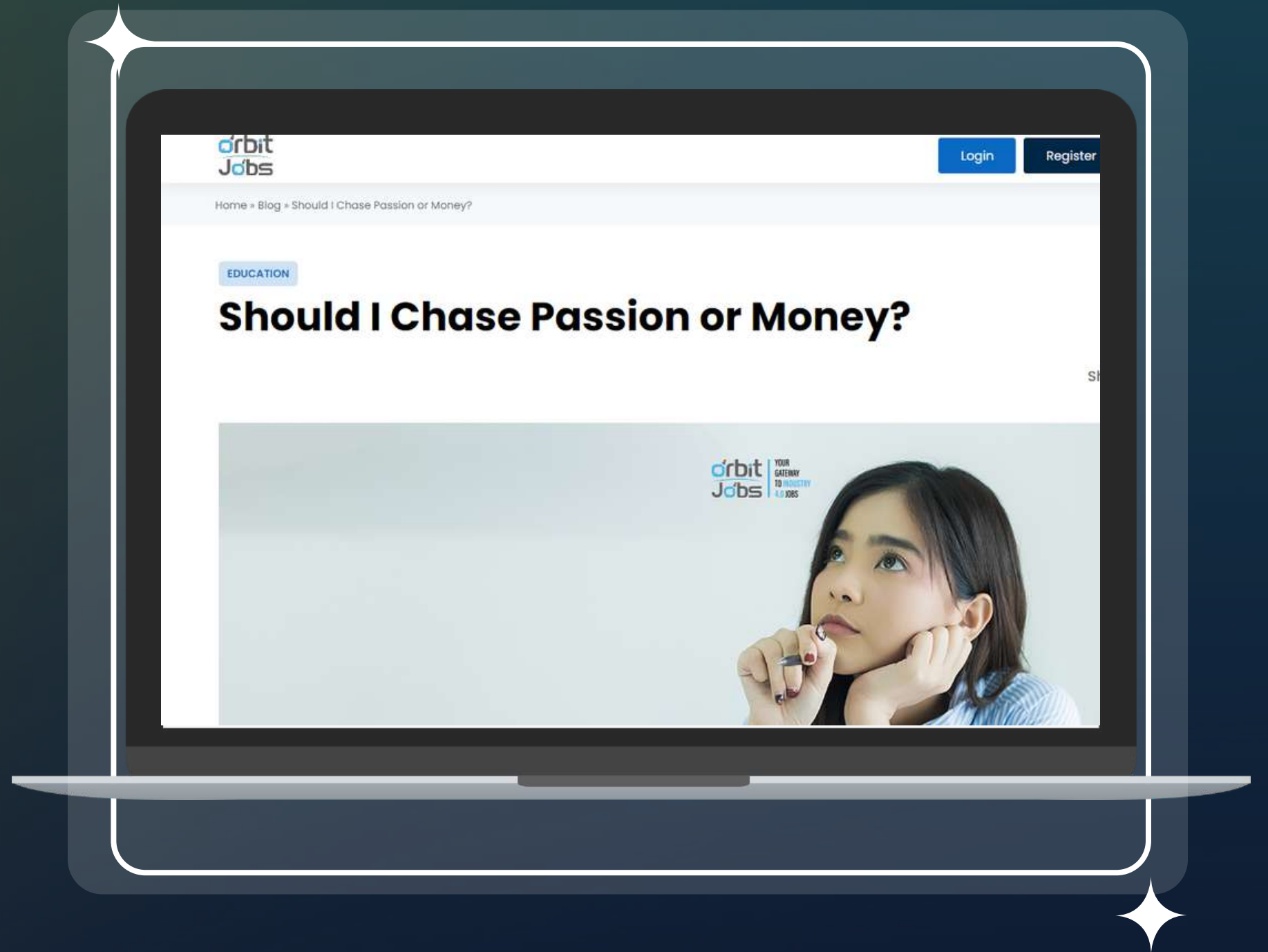




# Project 4

## SEO Articles

I'm responsible for creating **weekly SEO articles** for the Orbit Jobs website. SEO articles are crucial for improving the website's visibility in search engine results and driving organic traffic. By optimizing the content with relevant keywords, engaging headlines, and informative yet concise writing, I can help Orbit Jobs attract more readers and potential clients



Articles  
Update

## Mastering Time Management: Maximizing Productivity in a Busy Work

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Articles  
Update

## Your Ultimate Career Guide



Get exclusive tips & advice  
on Orbit Jobs





# Project 5

## Job Vacancies

I'm responsible for publishing job postings submitted by employers through the Orbit Jobs portal. This role involves reviewing and formatting job descriptions, ensuring that all the necessary details are included accurately.



# Project 6

## Fun/Lifestyle

As part of my responsibilities, I curate and create captivating B2C content focused on various topics. Some of the content themes I focus on include:

- **Riding the Trend:** I keep up with the latest trends and create content that aligns with the current interests and preferences of the target audience.
- **Startup Culture:** I delve into the unique aspects of startup culture, sharing insights, tips, and stories that resonate with entrepreneurs and professionals in the startup ecosystem.
- **MEME**
- **Giveaway**
- **National Holiday Greeting**
- **Daily activities connected to Orbit Jobs**





# Project 7

## Special Campaign

These campaigns may be focused on specific products, services, events, or promotions. My goal is to develop compelling content that captures the attention of both businesses and consumers, driving engagement and ultimately converting them into customers.

I carefully curate content that aligns with the campaign's objectives and target audience. This may involve conducting market research, identifying customer pain points, and crafting messaging that resonates with their needs and aspirations.



# Project 8

## Email Marketing



Produced 12 key visuals for B2B and B2C email marketing campaigns. These visuals play a crucial role in capturing the attention of the recipients and conveying the message effectively. Each visual includes a subject line and body content that are tailored to the specific audience and campaign goals.





# Project 9 Talkshow

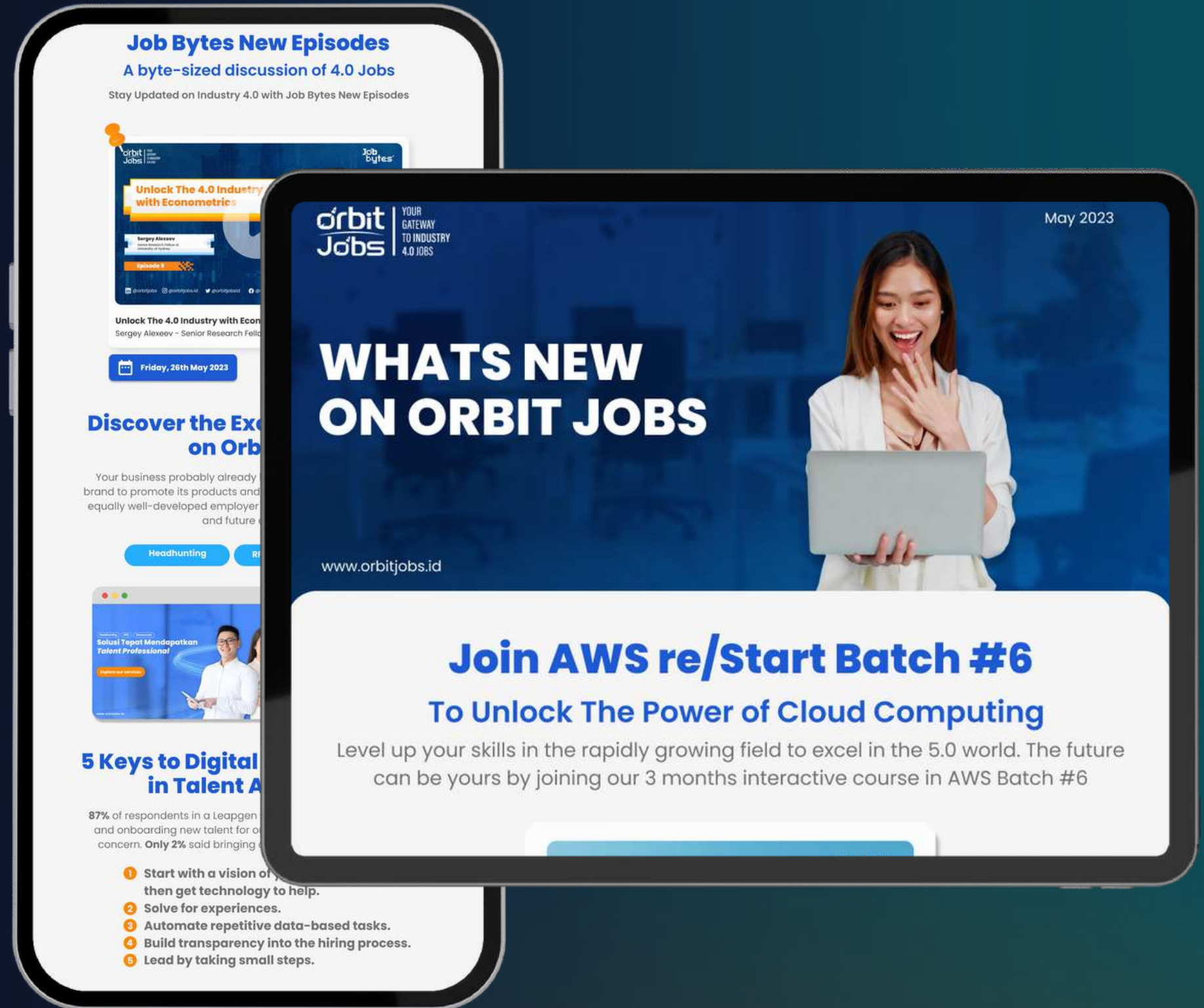
Produced **question lists for the Job Bytes talk show**, which features high-level speakers each month. These question lists are carefully crafted to facilitate insightful discussions and engage the speakers and the audience. To begin, I conduct thorough research on the selected high-level speakers, their expertise, and the topics they will be discussing. This helps me develop a deep understanding of their backgrounds, perspectives, and areas of interest. Based on this research, I create a list of relevant and thought-provoking questions that align with the overarching theme of the talk show.





# Orbit Jobs Newsletter

Stay informed about the latest job openings, industry trends, and expert career advice. Get access to exclusive opportunities, interview tips, and valuable insights to help job seekers land their dream job





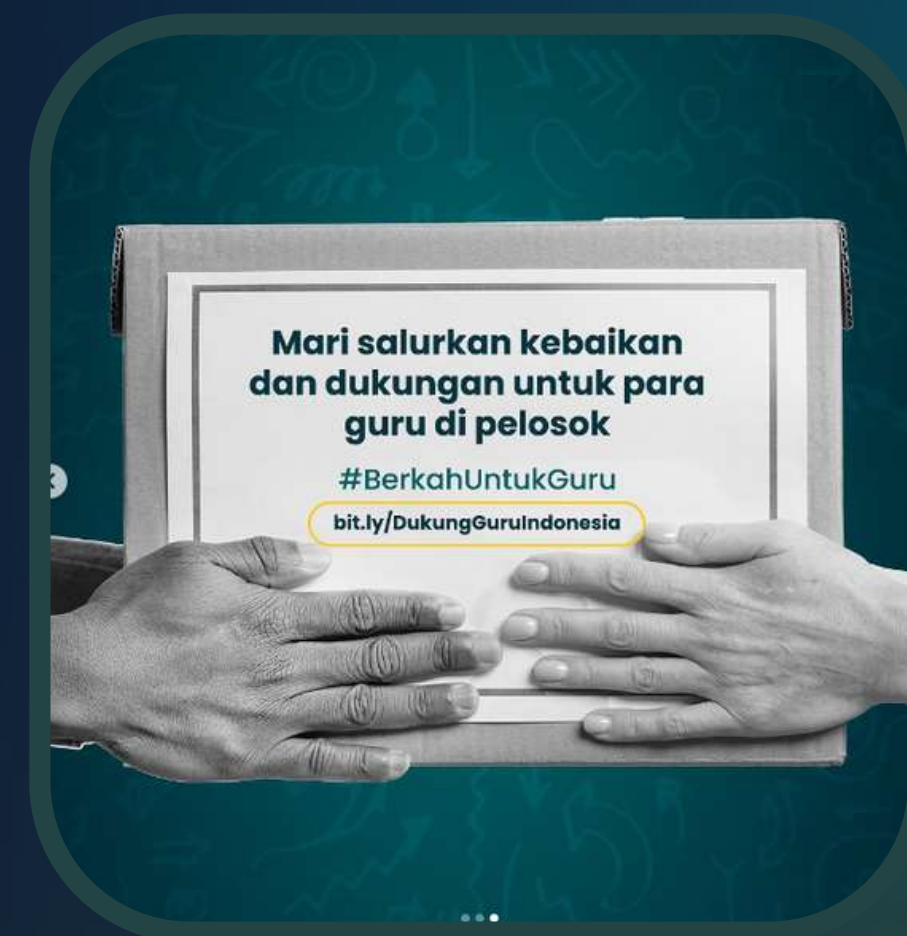
# Orbit Future Academy



Created written content Ads campaign Kampus Merdeka about Artificial Intelligence for Orbit Kampus Batch #5 on Instagram which has 17K+ followers

# Project 1

## Kitabisa & Orbit Future Academy





I have been assigned to create content for a campaign by Kitabisa and Orbit Future Academy, which are committed to strengthening the capacity of Indonesian teachers and improving digital literacy, particularly in remote areas.



# Project 2

## Orbit Kampus

I have been assigned to create several content pieces related to the independent study program at Orbit Kampus, initiated by Orbit Future Academy through the Ministry of Education and Culture and the Ministry of Research and Technology (Kemendikbudristek)





I have been assigned to create several content pieces related to the field of Cloud Computing with a free interactive course for 3 months in collaboration with AWS re/Start Batch #6!

# Project 3

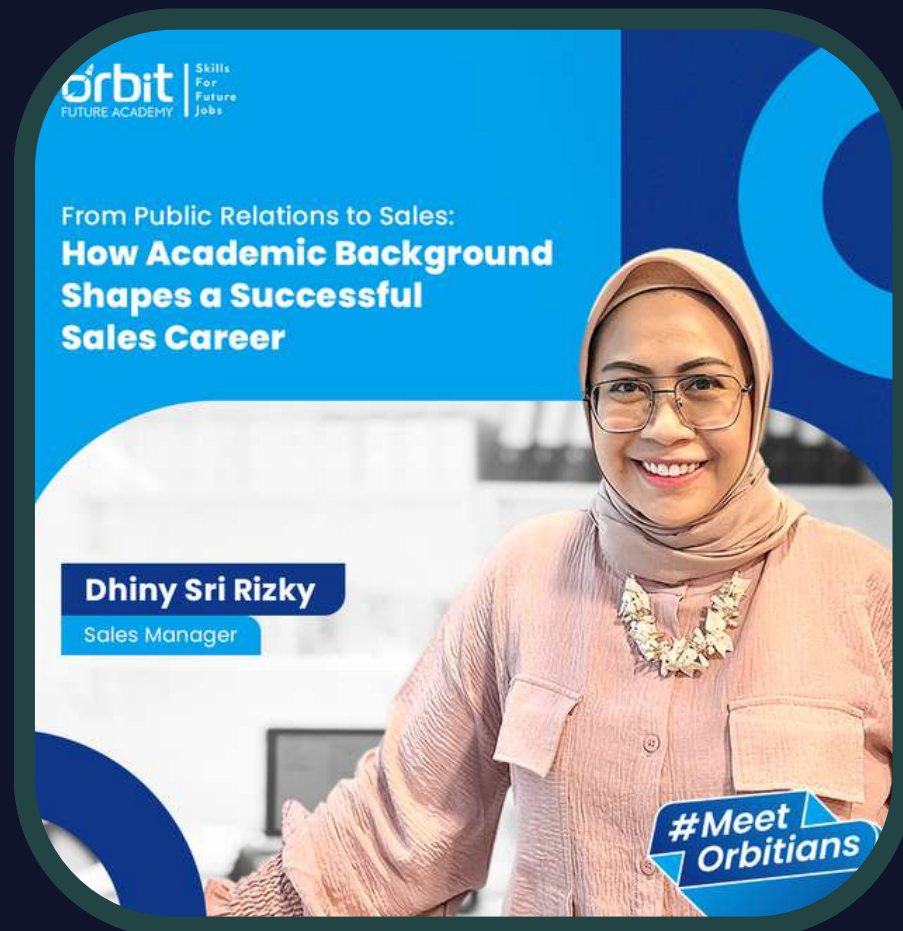
## AWS re/Start





# Project 4

## Employer Branding







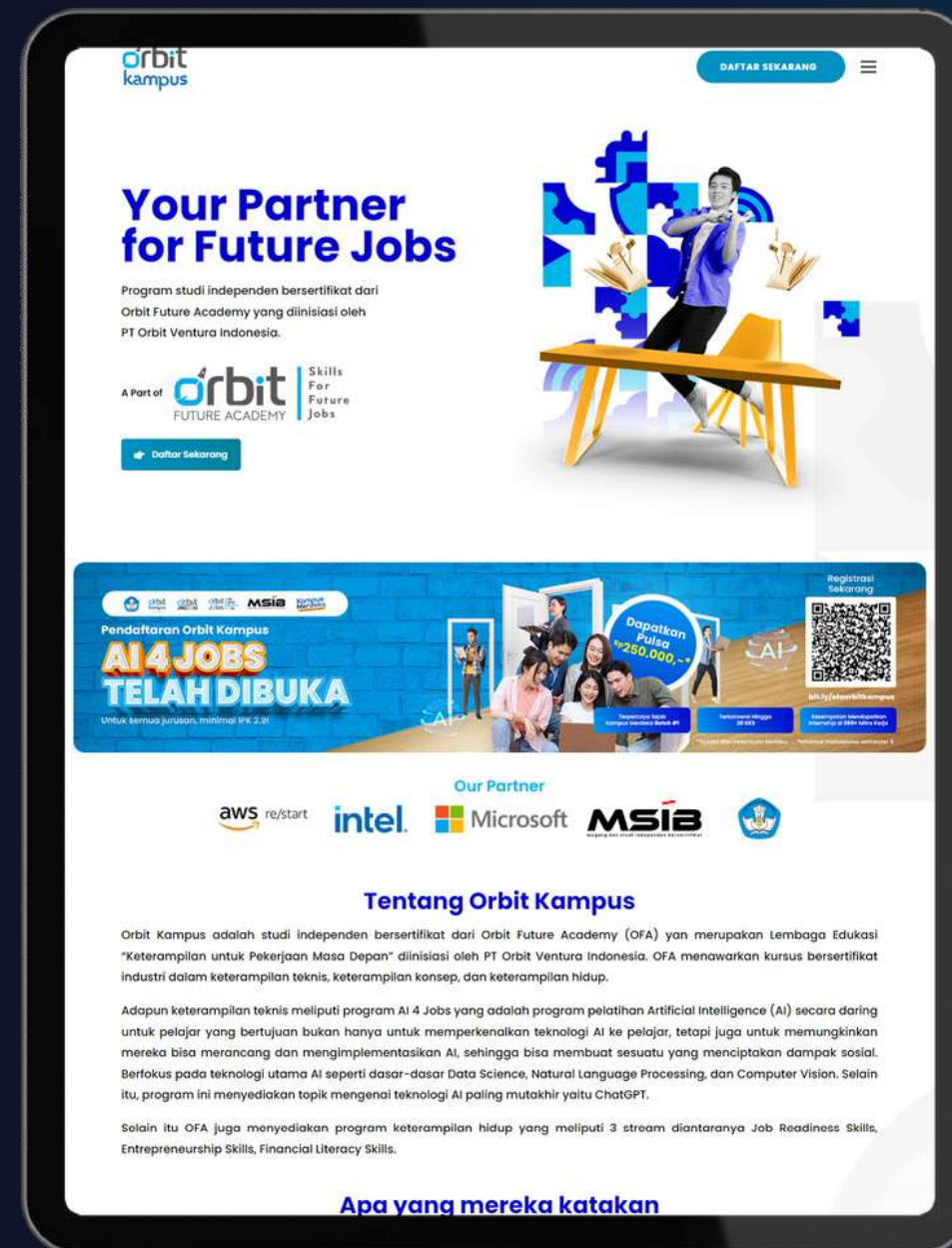
I have been assigned to create employer branding content for all employees of Orbit Future Academy, starting from highlighting their college majors to showcasing their career paths.



# Landing Page



Orbit Kampus is an independent certified study program offered by Orbit Future Academy (OFA), which is an educational institution focused on "Skills for Future Jobs" initiated by PT Orbit Ventura Indonesia. OFA offers industry-certified courses in technical skills, conceptual skills, and life skills.



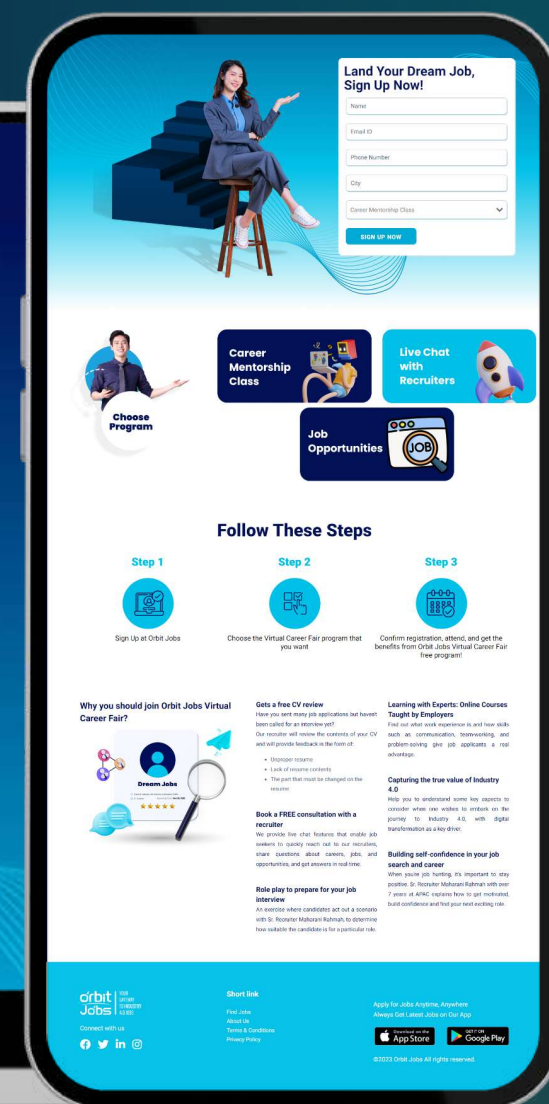


# Landing

# Page

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Orbit Jobs Virtual Career Fair is an online career festival for companies and job seekers. This event covers several topics, namely the stages of preparing for a career path, increasing networking opportunities, and how to get your dream job.



# Thank you

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