

Lysti Rahma

Portfolio

2021 - 2023



# CREATIVE PORTFOLIO



[www.lystirahma.com](http://www.lystirahma.com)

# About Me

Meet someone who loves blending creativity and strategy – she's your go-to for steering content teams in the right direction. Crafting blog posts and social media stories isn't just a job for her; it's a passion. But what makes her special? It's her knack for storytelling, always in sync with the ever-evolving SEO world. Her words aren't just there; they pave the way for visibility and engagement



# Education Background

2019



**SMA Negeri 29 Jakarta**

Social Science

2022



**Politeknik Negeri Jakarta**

Diploma of Journalism  
(A. Md I. Kom) (GPA: 3.57)



# Work Experience



Journalist



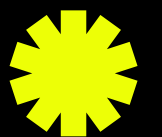
Content Writer/Copywriter



Social Media



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Lysti Rahma

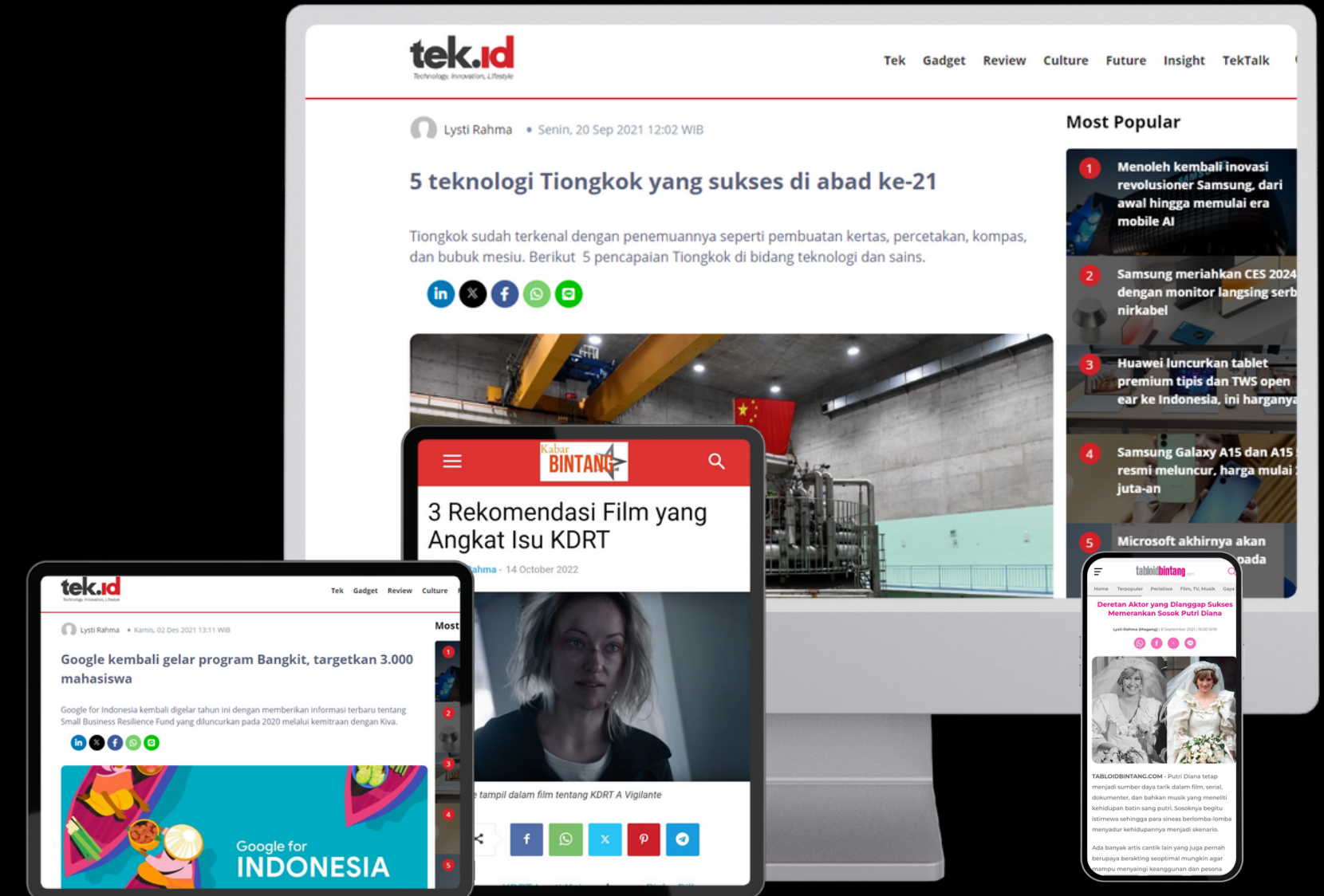
# Journalist

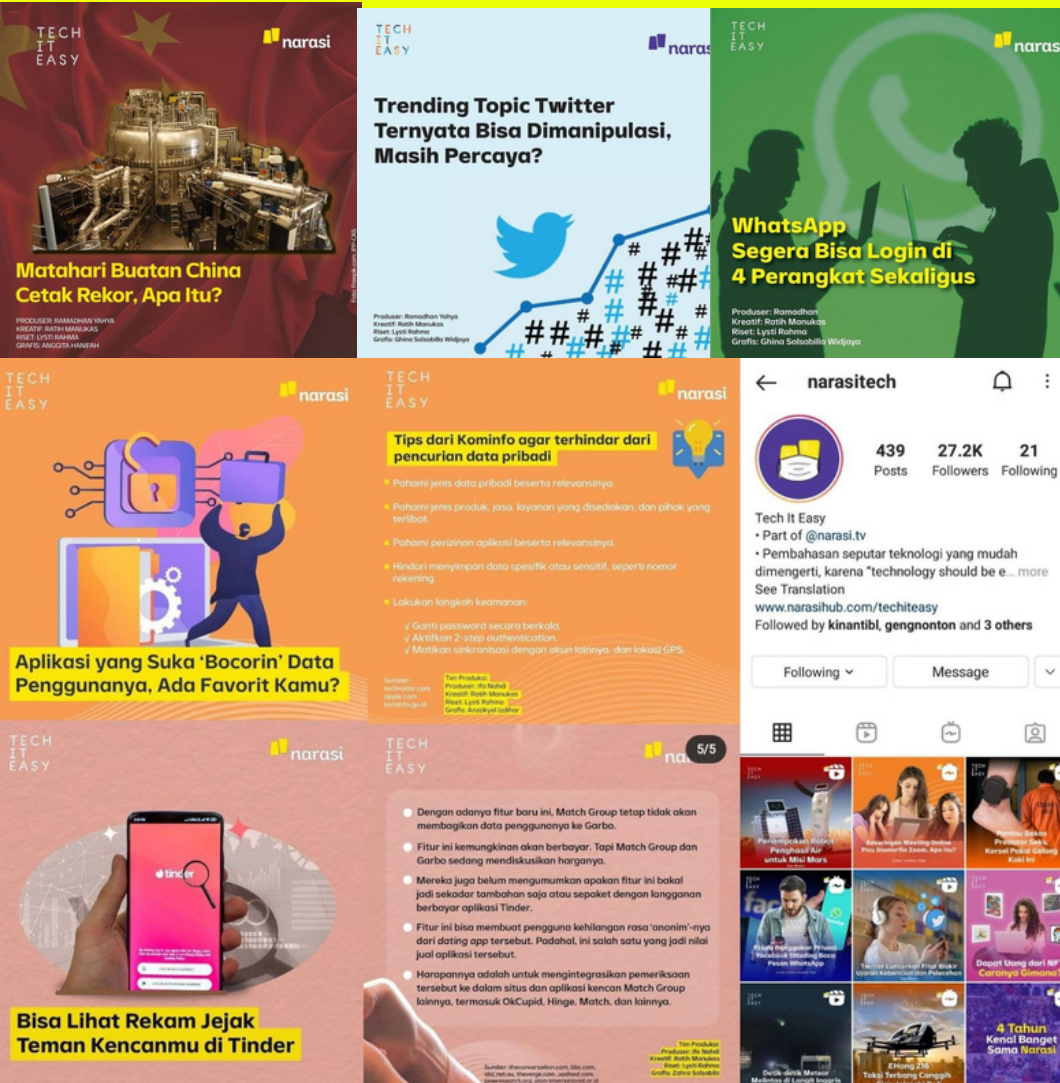
Niche: Science & Technology, Entertainment

Created hard news or feature articles per day,  
research tech trends to implement SEO strategies to  
get reader's perspective

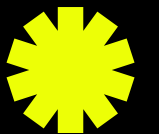


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# Content Writer Copywriter



## Crafting Compelling Narratives

Transform abstract concepts into captivating narratives, ensuring that every piece of content not only communicates a brand's message effectively but also plays a pivotal role in shaping the digital experiences of users.





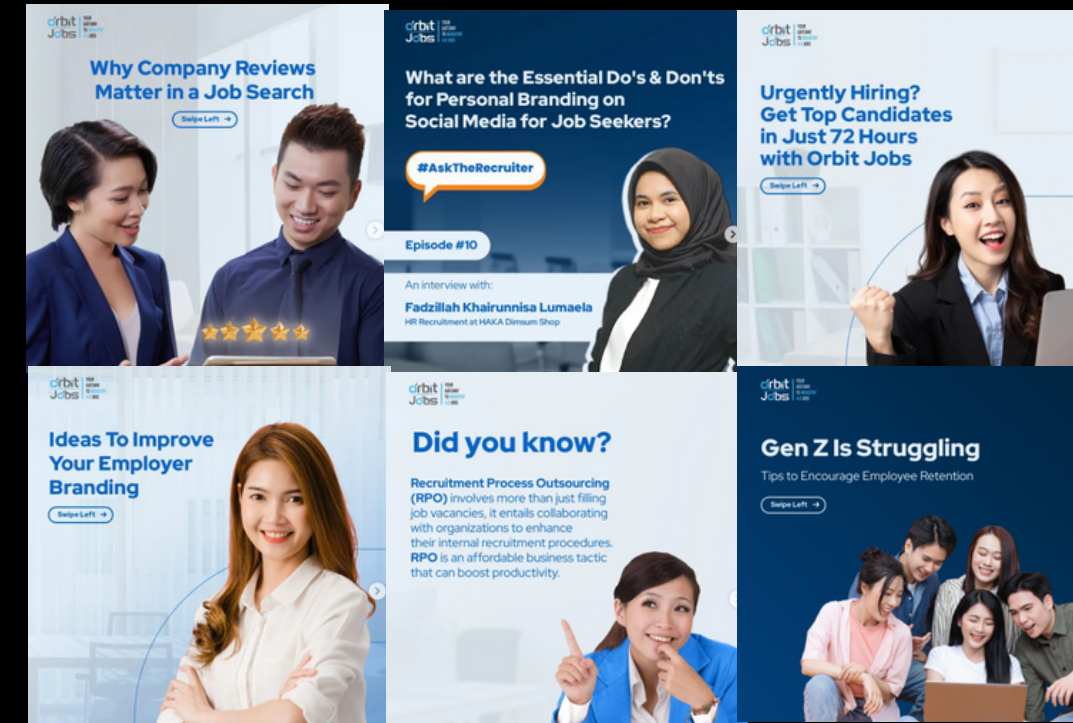
## Orbit Future Academy



Created written content Ads campaign Kampus Merdeka about Artificial Intelligence for Orbit Kampus, and Cloud Computing for AWS re/Start on Instagram which has 17K+ followers



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## 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









## Orbit Jobs

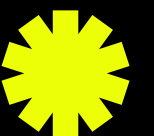
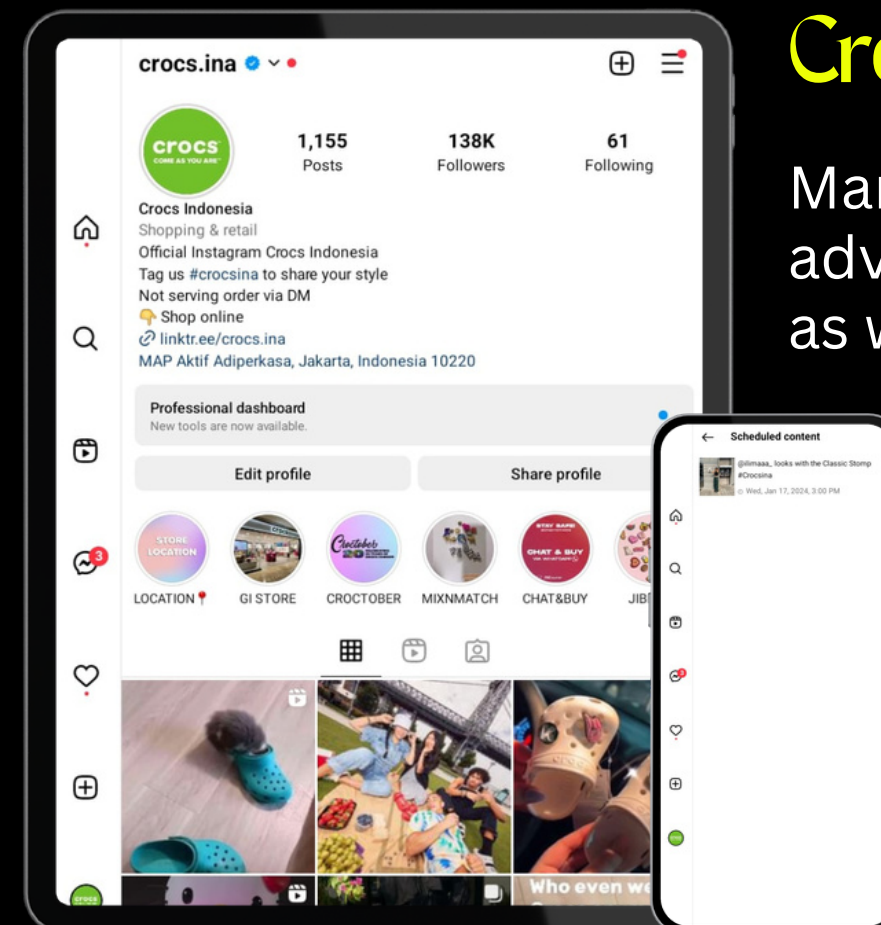
Managing and executing Instagram Orbit Jobs, which involves analytics and reporting, as well as take a Reels video



# Social Media

## Crocs Indonesia

Managing and scheduling content in advance for Crocs Indonesia on Instagram, as well as creating analytics and reports.



# Let's Create Together. ✨

➤ +62 8973900519

➤ lystirahma04@gmail.com

➤ [www.lystirahma.com](http://www.lystirahma.com)

