



## Michael Yedija Tobing

SOCIAL MEDIA | CONTENT

📍 Tangerang, Banten

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### PROFILE

Works closely with the content team for digital promotions and others. Focused on maintaining good engagement through social media. Work as team, involving several stakeholder, such as internal team, client and also audiences/market it self, to achieve company goals and objectives.

### SKILLS

#### Project Management



#### Problem Solving



#### Creativity



## WORK EXPERIENCE

### LEAD OF SOCIAL MEDIA RESPONSE & GUERILLA TEAM (PROJECT)

Aug 2021 - Mei 2023

#### TRYS Digital Agency

- Develop social media Response & Guerilla guidelines.
- Maintained customer satisfaction with forward-thinking strategies focused on addressing customer needs and resolving concerns.
- Fielded customer questions regarding available merchandise, sales, current prices and upcoming company changes.
- Provide social media guerilla, to ensure company/client campaign and objective run well and focused to increase positive sentiment about client campaign/company on every social media post.
- Monitored online presence of company's brand to engage with users and strengthen customer relationships. Also, monitored potential KOL to ensure brand's position.
- Used social media monitoring tools (Sociomile) to analyze conversion rates across multiple digital channels.
- Work closely with content and social media response team to maintain client social media presence and knowing various issue about client brand/product to avoid "crisis".
- Analyzed and reported social media response & Guerilla results.

### SOCIAL MEDIA OFFICER : SOCIAL RESPONSE (FREELANCE)

#### PT. Semangat Inovasi Kreatif (B8 Group)

Mar 2022 - Sep 2023

- Provide social media guerilla, to ensure company/client campaign and objective run well.
- Increased social media Interaction by deploying organic buzz to client social media account.
- Developing user friendly and CTA (Call To Action) copy to social media.
- Identified issues, analyzed information and provided solutions to problems.

## Copywritings



## Media Monitoring



## ACHIEVEMENT

As Lead of Social Media Response Team, suppress negative comments up to 40% by answering questions and solve audiences problems.

Strive good feedback from audiences, by maximizing response work flow and formulating user friendly copy.

As Lead of Social Media Guerrilla Team, able to maximize good sentiment on client social media account. During the running of Guerrilla, succeed to increased positive sentiment up to 20% and proven help customer services to give savvy information related to product to client.

As Social Response Agent, growth of positive comments about client and reached up to 100 positive comment per a day.

Minimizing negative comments and ensuring the communication climate on client's social media is maintained.

As Data Verifier, successfully screened hundreds potential participants and able to make +- 25 written reports per day.

## SOCIAL MEDIA OFFICER : SOCIAL RESPONSE AGENT (FREELANCE)

### *TRYS Digital Agency*

Feb - July 2021

- Maintain client social media activity and provide the best response, to keep client campaign run well.
- Monitored various issue related to clients, such as issue about product, services, and also brand across multiple social media channels.
- Increased customer satisfaction by resolving various issues.
- Identified issues, analyzed information and provided solutions to problems.

## LISTENERSHIP & SOCIAL MEDIA OFFICER

### *PT. Radio Elshinta*

Dec 2020 - Apr 2021

- Conducted daily updates to social media profiles to boost company online presence and also give savvy information about various issue, such as public policy, politics, health, disaster information, International news etc.
- Handled multiple digital accounts.
- Answered booth call line and took information and comments from listeners.
- Prepared listeners daily stories to discuss during broadcasts.
- Responded to comments, posts and questions from various channels.

## DATA VERIFIER

### *Kantor Berita ANTARA*

Apr - Mei 2021

- Recruited and screened hundreds potential participants for Satu Indonesia 2020 awarding event by interview.
- Observed participants and recorded results.
- Obtained updated contact information from all subjects and verified data for accuracy.
- Making daily written report of all the potential participants.

## EVENT ORGANIZER - EVENT ASSISTANT

### *PT Jaya Real Property*

Jan - Mei 2018

- Concepting ideas for the Charity Running Event, called Run For Education 2018 as a main event of Jaya Real Property company Anniversary.
- Participated in strategy development and planning to grow organizing program and advance campaigns.

As Event Organizer, with all the teamwork, able to achieve event objectives and goals. In this case we able to gather 3000 running participants, and donated more or less than two hundred million Rupiah to the educational foundation.

As Contributor, wrote several soft news and features with various theme on Brilio.net. In which, the articles managed to gain approximately 85 thousand readers.

As Media Monitoring Intern, able to screened dozens news/issue per day.



- Identified client community organizations and leaders to establish and nurture relationships to help build awareness and win reforms for public by preparing several campaign through various channels.
- Fulfilled contractual obligations, including communications, vendor coordination, schedule creation, budget administration and rehearsal and day of event coordination.

## PROJECT

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### CONTRIBUTOR

***Brilio.net***

Mar 2020- Present

- Write various soft news and feature.

Link:

<https://creator.brilio.net/profile/michaelyedija125e6cbab9ba6b9/>

## INTERNSHIP

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### MEDIA MONITORING OFFICER

***Ministry Of Foreign Affair  
Republic Of Indonesia***

Jun- Sep 2018

- Media monitoring about several issue that want to be monitored by the Ministry of Foreign Affairs of the Republic of Indonesia through print media (Government issue, public policy, environment, politics etc). The implementation of media monitoring later will useful to support government program in addition to bring a good public services.
- Consulted with regulatory representatives to manage filings, applications and reports.
- Collaborated with Directorate of Information and Media to do weekly press briefing, press conference and also internal meetings.

## EDUCATION HISTORY

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**Bachelor Of  
Communication Science**

Sep 2015 - Feb 2020

**Universitas Pembangunan Jaya**

GPA: 3,14