

Yasmeen Afifah

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Profile

Having a passion for copywriting and the creative industry since the beginning, I started my career as a Creative Marketing Intern at RCTI, then worked as Content Writer Freelance in various online media.

My interest in digital marketing has led me to work as Social Media Specialist at AITINDO and handle various well-known brands, such as Frisian Flag Indonesia, Darya Varia Laboratoria (Decolgen, Decolsin, Stop Cold, Allerin), Pervetti Van Melle Indonesia (Happydent), and AKG Games (Pokémon).

I'm accustomed to using the Meta Business Suite, Google Sheets, Google Slides, and Google Trends to support my work. I enjoy working with teammates in achieving targets with proof of accomplishments along the work.

Experience

SOCIAL MEDIA SPECIALIST | AITINDO | JANUARY 2021 - PRESENT

- Create digital content to build brand awareness and engagement rate in social media (Instagram, Facebook, TikTok)
- Create, develop, and manage digital campaign & social media activities.
- Create social media monthly report to gain insight and optimize it.
- Create user-friendly copy for websites, from information & educational tools website, campaign website, to games website.
- Manage and supervise social media accounts.
- Managed to get more than 12.4% ER and more than 11,300,000 reach number in just 4 months on Instagram, Facebook, and TikTok.
- Managed to get 15% ER and more than 73,900,000 in 9 months in Instagram and Facebook.
- Succeed managed a digital campaign lead to sales and got more than 3,500 submissions and achieved around 850 billion Rupiahs amount of sales in just 42 days.

SEO CONTENT WRITER (FREELANCE) | KUMPARAN | SEPTEMBER 2020 – MARCH 2021

- Responsible in writing content based on SEO terms.

FEATURES WRITER (FREELANCE) | PORTALGENZ.COM | JUNE 2020 – SEPTEMBER 2020

- Responsible in writing food & travel content articles every day on a freelance basis.

CONTRIBUTING WRITER (FREELANCE) | TRAVELBLOG.ID | OCTOBER 2019 – JUNE 2020

- Consistently published my culinary and traveling experiences into an article.
- Received “Content of The Month” in June 2020.

CREATIVE MARKETING SPECIALIST (INTERNSHIP) | RCTI | JULY 2018 – SEPTEMBER 2018

- Created attractive ad content to be inserted in RCTI TV program based on client's request.

Education

BACHELOR DEGREE IN COMMUNICATION STUDIES | AUGUST 2019 – AUGUST 2021 | SEBELAS MARET UNIVERSITY | 3.73 / 4.00

- Reporter at UNSTV

DIPLOMA DEGREE IN COMMUNICATION STUDIES | JULY 2016 – JULY 2019 | IPB UNIVERSITY | 3.69 / 4.00

- Head of Journalistic Department of HIMAVO (Himpunan Mahasiswa Vokasi) Micro IT (2017-2018)
- Head of IT Knowledge Sponsorship Division (2018)
- Staff of Journalistic Department of HIMAVO (Himpunan Mahasiswa Vokasi) Micro IT (2016-2017)
- Head of the Kidz Color Land Events Division (2017)
- Deputy Head of IT Knowledge Public Relations Division (2017)
- Staff of Indonesian Vocational Education Week Public Relations Division (2017)
- Staff of IPB Vocational BEM (Badan Eksekutif Mahasiswa) Bina Desa Public Relations Division (2017)

Certificate

DIGITAL MARKETING: FULL STACK INTENSIVE BOOTCAMP BATCH 13 | AUGUST 2022 – SEPTEMBER 2022 | MYSKILL

- Learned end-to-end digital marketing lessons and practiced it in every task and final project, from the Digital Marketing Framework, Campaign & Media Planning, Creative Copywriting, Social Media Strategy & Research, Digital Ads (FB, Google, Tiktok), Paid Ads Analytics & Optimization, SEO, Community & Influencer Marketing, to CRM.

DIGITAL MARKETING: GOOGLE ADS | DECEMBER 2021 | HABISKERJA

- Learned end-to-end Google Ads
- Learned how to made a website from WordPress and optimize it in Google Ads

INTRODUCTION TO DIGITAL MARKETING | OCTOBER 2021 | REVOU

- Learned the introduction of digital marketing for a week.

PUBLIC RELATION SUPERVISOR CERTIFICATE OF COMPETENCE | DECEMBER 2020 | INDONESIAN PROFESSIONAL CERTIFICATION AUTHORITY (BNSP)

Public relation competency test included:

- Design and develop documents
- Made a reports
- Creating clippings
- Creating activity documentation
- Carry out internal gathering activities and special events
- Carry out seminars, conferences, and workshops
- Media monitoring
- Conducting a press conference.