



ANISHKA SYAFRANI - FRIENDS CALLED HER ICHA) - IS A JAKARTA-BASED COPYWRITER WHO STARTS HER CAREER IN 2013.

Anishka loves all kinds of storytelling no matter the medium: fiction books, comic books, social media, films & TV shows, music, articles, video essays. Her love is inherited from her Dad, an ex-director, and Grandfather, an actor in the 1960s. Film studies, mental health, and human connection are some of her favorite subjects. As a freelancer, her writing has been published in many online and offline media.

PROFESSIONAL HISTORY

SR. COPYWRITER

DENTSU | MAR 2021 - PRESENT

- Write original copy for ads and social networks
- Developing creative translation based on client briefs and direction from Strategist teams
- Liaise with Designers to enrich the text with visual aids, like images and charts
- Developing effective campaigns on various platforms: Instagram, Youtube, Tiktok, etc.
- Accounts: Joyday, Ensure, So Nice, VisionBlu, LinkAja

SR. COPYWRITER (FREELANCER)

HANGRY! | JAN 2021 - PRESENT

- Conducting & Writing Up Interviews and developing them into Instagram captions.

SR. COPYWRITER

DXTR ASIA | OCTOBER 2017 - SEPTEMBER 2020

- Write original copy for ads and social networks
- Edit and fact-check pieces of content generated by colleagues (e.g. Junior Copywriters)
- Liaise with Designers to enrich the text with visual aids, like images and charts
- Shape language and tone used in sales emails, banners, and social media captions
- Create and oversee reports on content (e.g. weekly/monthly)
- Ensure creativity is executed within the agreed strategy, deadlines, and budget
- Writing explainer video scripts
- Writing engaging youtube video scripts

Accounts: Toyota Indonesia & MIFX

SR.
COPYWRITER

Contact
Info



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Reference Info:

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MADHURIMA DUTTA
Head of Content, Dentsu Network
(62) 811-819-7557

My Writing Samples & Portfolio

WRITINGBYANISHKA.TUMBLR.COM/

STAFF WRITER

ALL FILM MAGAZINE | NOV 2015 - MARCH 2017

- Researching, preparing, and writing all necessary content
- Uncovering newsworthy events and interviewing actors and directors
- Submitting drafts for approval and working with editors to make changes
- Attending premieres and film special events to improve industry knowledge
- Create content for news website

JR. COPYWRITER

N30 COMMUNICATIONS | FEB 2013 - JULY 2015

- Create promotional text for print ads, banners, etc
- Submit well-structured drafts to Creative Head within deadlines
- Write TV commercial scripts plus the taglines
- Coordinate with designers to complement text with images, graphics, and charts, as needed
- Accounts: Heinz ABC, Diplomat Mild, Mayora

INTERN COPYWRITER

FORTUNE INDONESIA | SEPTEMBER - DECEMBER 2012

- Create promotional text for print ads, banners, etc
- Submit well-structured drafts to Creative Head within deadlines
- Accounts: Pertamina and Newlook

SELF-EMPLOYED

WRITING/TRANSLATING/EDITING

NOTABLE CLIENTS:

- Bridgehead Media (US)
- NYLON
- VISIONARE
- Zalonku.com
- Asclar
- Chic & Darling
- By Fika Julia
- NINETYNINE+
- Cinemanic Magazine

EDUCATIONAL HISTORY

UNISADHUGUNA INTERNATIONAL COLLEGE

GRAPHIC DESIGN IN ADVERTISING, CLASS OF 2012