

Frelia Resti Fadilah

CREATIVE CONTENT | DIGITAL COMMUNICATION | CUSTOMER EXPERIENCE

A PROVEN TRACK RECORD HANDLING SEVERAL BRANDS AT TIMES, DEVELOPING SOCIAL MEDIA STRATEGY, CONTENT CREATION, CREATING A MEDIA DATABASE & MEDIA APPROACHMENT.

WORK EXPERIENCE

Content Writer Specialist

CARSOME Indonesia, Feb 2022-Present

Southeast Asia's largest integrated car e-commerce platform.

- Write, edit and proofread all content that may include (but is not limited to) articles, infographics, and videos.
- Provide content support for other marketing departments
- Execute CARSOME content strategy to align with short-term and long-term marketing targets, while maintaining a cohesive brand voice.
- Provide content support in ideation and execution for marketing campaigns
- Write, review and edit internal copies, as requested by other departments.
- Proofread copy ads
- Creating video for CARSOME Brand Awareness and event launching/activity.
- Localize english article from regional to publish in ID website
- In charge of monthly app push, web push and newsletter

Sr. Social Media Officer/Media Relation

PT. IDEXPRESS LOGISTIK INDONESIA

September 2020 - Jan 2022

- Content creator.
- In charge of iDexpress digital strategy.
- Copy-writer for iDgroup.
- Handling first ever iDexpress collaboration with Influencer.
- Handling first ever iDexpress media engagement. Producing press release, media publicity, create content for adlibs and spot.
- Manage iDexpress media database, media inquiries, interview request.
- Handling media placement/digital advertising.
- Handling company internal event such as Grand Opening and Press-Conference.
- Initiator of iDexpress services "iDkepo" "Kirim 4 kilo bayar 1 kilo".
- Handling iDexpress mitigation crisis project.

LinkedIn Profile:

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[Click here for my portfolio](#)

SKILLS

Content Creation

Social Media Marketing

Web Content Writing

PR Collaterals

EDUCATION HISTORY

Universitas Muhammadiyah Yogyakarta

Bachelor of International Relations

2013 - 2018

Universiti Utara Malaysia, Kedah

Student Exchange Program

1 term period of 2015 | International Affairs