

Nabila Choirunnisa

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SUMMARY

With a strong marketing, journalism, and English studies background, I bring extensive experience crafting compelling content for both B2B and B2C audiences. Specialising in bilingual content in English and Bahasa Indonesia, I thrive on delivering high-quality material with attention to detail and a commitment to deadlines. My passion lies in creating engaging narratives that resonate across diverse platforms, leveraging my expertise to drive results for businesses.

EXPERIENCE

B2B Writer

Luwjistik March 2023 - Present, Singapore, Singapore

- Craft diverse, targeted content to attract prospects, boost brand recognition, and drive lead generation, including social media, white papers, reports, case studies, and SEO articles.
- Conduct extensive research and interviews to obtain accurate and updated information for the content quality, resulting in high-quality content.
- Formulate, develop, and execute content strategies aligned with business goals, overseeing efficient production processes to meet deadlines and quality standards.
- Successfully enhanced online visibility through SEO initiatives, resulting in a 12.75% increase in organic search traffic and elevating the company's domain authority score from 26 to 33.
- Strategically optimised marketing content to secure first-page search engine rankings, surpassing competitors and driving business growth.
- Lead team efforts in coordinating activities, maintaining current sales materials, and managing social media content to support marketing objectives.
- Successfully drove the marketing lead generation by creating industry reports, contributing to substantial business expansion opportunities.

Content Marketing

Pawoon April 2022 - March 2023, Jakarta, Indonesia

- Proficiently identified SEO keywords and implemented SEO optimisation techniques, resulting in a substantial increase in organic website traffic from 800+ to 45K, employing effective digital marketing content strategies.
- Demonstrated exceptional competence in securing the company's website on the first page of search engine rankings, surpassing competitors through strategic employment of digital marketing content targeting specific SEO keywords.
- Expertly orchestrated creating, managing, and monitoring marketing brief articles, SEO activities, social media marketing campaigns, and copywriting initiatives across various functional areas.
- Devised and executed highly successful E-Book campaigns, generating substantial digital marketing leads to fuel business growth.
- Demonstrated proficiency in creating, managing, and providing comprehensive weekly reports on digital marketing content and analysis, ensuring accurate campaign performance tracking and evaluation.
- Strategically employed digital marketing content strategies to successfully acquire several enterprises, leveraging the power of effective content marketing tactics.

Content Creator

GreatDay HR November 2021 - April 2022, Tangerang, Banten

- Carried out comprehensive research to identify and evaluate potential social media content ideas and E-book campaigns.
- Strategically initiated social media strategies, resulting in FYP content on Tiktok, and gained good engagement since the first attempt.
- Developed and executed content creation strategies tailored to social media and digital marketing objectives, including proficient copywriting.
- Achieved remarkable weekly growth in social media engagement, exhibiting a consistent increase of 75%.
- Oversaw the end-to-end management of social media marketing initiatives and E-book campaigns, encompassing topic identification, content creation, copywriting production, and weekly engagement analysis.
- Fostered effective collaboration with cross-functional teams within various departments to align digital marketing content strategies.
- Attained a significant 20% rise in digital marketing leads by implementing compelling E-book campaigns.
- Formulated and implemented SEO-driven articles to optimize the search engine ranking of the company's website.

Content Writer

Green Makers Indonesia March 2020 - April 2022, Makassar, South Sulawesi

- Conducted extensive research to identify relevant topics for social media content.
- Performed comprehensive analysis of the collected data to gain insights and inform content creation strategies.
- Successfully achieved a monthly increase of over 150% in social media engagement, effectively boosting audience interaction and participation.
- Implemented effective strategies that led to a 50% growth in followers, surpassing 600 in April 2022, compared to the initial

count of over 300 in March 2020.

- Oversaw the entire social media campaign, assuming responsibilities ranging from topic identification and content creation to copywriting production and weekly report analysis.
- Took the initiative in developing and executing various content strategies tailored for online campaigns and projects.
- Conducted thorough research to identify specific requirements and preferences for social media content, utilising various research studies for data gathering and analysis purposes.
- Created compelling advertising materials for publication, broadcast, or internet media, ensuring alignment with project campaign objectives.

Online Managing Editor

Student Press Estetika FBS UNM November 2018 – December 2020, Makassar, South Sulawesi

- Directly reported to the Editor-in-Chief, providing comprehensive updates on news articles and local issues.
 - Identified and prioritised trending topics, overseeing the entire news production process.
 - Conducted extensive research and interviews to ensure the accuracy and currency of information.
 - Managed all aspects of online news production, including content creation and decision-making.
 - Supported social media efforts to enhance content visibility and audience engagement.
 - Facilitated editorial meetings and handled administrative tasks efficiently.
 - Crafted in-depth news articles, online content, and press releases on local issues.
 - Successfully published 12 in-depth news articles and 1,085 online news pieces within two years.
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EDUCATION

Bachelor of Arts in Language

Major in English Literature · Universitas Negeri Makassar · Makassar, South Sulawesi · 2021 · 3.86 GPA

PROJECT

Makassar Switch Off 2021

Earth Hour Makassar · January 2021 – March 2021

Workshop The Info Session, Overseas Studies, and IELTS Simulation

Associated with UNM · November 2019 – December 2019

Paradox Drama Performance

Associated with UNM · September 2019 – December 2019

Pekan Jurnalistik

Associated with Student Press Organization Estetika FBS UNM · June 2019 – September 2019

CERTIFICATION

Digital Marketing Intensive Bootcamp

MySkill · 2023

Certified in standardised and evolving set of digital marketing project principles

COURSEWORK

Digital Marketing Paths

LinkedIn Learning · 2022 · Digital Marketing, Content Creation, Writing

IELTS iBT

Udemy · 2021 · English

The Fundamental Principles of SEO

LinkedIn Learning · 2021 · Creative Writing, SEO, SEO Basic, SEO Tools

Better Business Writing

Udemy · 2021 · Creative Writing, Business Writing

INVOLVEMENT

Media & Public Relations

Earth Hour Makassar · January 2023 – August 2022

Marketing Communication

Self Care Indonesia · August 2021 – December 2021

Media & Community Relation

I Am Community · September 2020 – December 2020

SKILL

Content Writing | Journalism | Copy Writing | English Literature & Translation | SEO | Content Management