

MEIZAR AHMAD ASSIRY

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EMPLOYMENTS

- **Content Developer at Grab**
June 2019 - Ongoing, DKI Jakarta, Indonesia
Responsible for Grab Indonesia Help Centre (HC) contents & regional HC project. Developed effective HC articles for passengers, drivers, & merchants. Enhanced existing content assets quality. Utilized data analytics in crafting content. Worked with 4W and 2W communications team for drivers' contents dissemination. Collaborated with Ops Team team for drivers' income tax portal reporting content developments.
- **Social Media Specialist & Marketing Officer at Kiroyan Partners**
February 2018 - March 2019, DKI Jakarta, Indonesia
Responsible for the company's digital assets, developing and implementing marketing and branding plan, social media-related projects, business development initiatives, and strategic partnerships. Assisting clients with media relations, corporate communications, issues management, and sociopolitical research projects.
- **Media Analyst at Kiroyan Partners**
June 2014 - February 2018, DKI Jakarta, Indonesia
A social and digital media monk, conducting media monitoring, analysis, and secondary research on various topics such as socio-political dynamic, regulations, FMCG, manufacturing, technology, oil & gas, mining, and infrastructure.
- **Contributing Writer at ZALORA Group**
February 2017 - Ongoing, DKI Jakarta, Indonesia
Writing for THREAD by Zalora Indonesia covering men's style and cultures.
- **Freelance Writer at Sribu**
April 2015 - Ongoing, DKI Jakarta, Indonesia
Developing Sribu's blog, translating Indonesian-English (vice versa), writing web content copy.
- **English Trainer at Ibis Hotel Trans Studio**
January 2014 - June 2014, Bandung, Indonesia
Preparing for speaking, listening, writing and reading materials, face to face & on the spot English conversation with hotel staff.
- **Press & Culture Attaché Staff at the Embassy of Pakistan**
May 2013 - October 2013, DKI Jakarta, Indonesia
News clipping, translating, interpreting Indonesian-English (vice versa), & producing media reports.
- **Interpreter at Enegra**
February 2013 - May 2013, DKI Jakarta, Indonesia
Interpreting for CEO & translating documents.

CERTIFICATIONS

Membership of Indonesia Public Relations
(MIPR) by PERHUMAS Indonesia | 2017 – 2020

EDUCATION

Universitas Pendidikan Indonesia (UPI),
B.A. in English Literature | 2008 - 2012

PUBLIC SPEAKING AT:

- ❖ Ministry of Education & Culture
- ❖ Ministry of Health
- ❖ The Development Finance
Comptroller (BPPK)
- ❖ School of Business Management
(SBM) ITB
- ❖ Padjadjaran University (UNPAD)
- ❖ Swiss German University (SGU)
- ❖ Dr Soetomo Press Institute (LPDS)
- ❖ PT East West Seed Indonesia
- ❖ Global Islamic School (GIS) Indonesia

WRITING PROJECT CLIENTS:

- ❖ ZALORA
 - ❖ Grab
 - ❖ Gojek
 - ❖ Airy Rooms
 - ❖ Levi's®
 - ❖ Sinar Mas
 - ❖ Partai Solidaritas Indonesia
 - ❖ Inke Maris & Associates
 - ❖ Mitra Adi Perkasa (MAP) Indonesia
 - ❖ Philip Morris International: PMI
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