



AYU KUSUMANING DEWI

ABOUT

A Bachelor of Social Science experienced in content writing and social media management with high adaptivity and flexibility to various fields of work and writing styles.

I am fluent in both SEO and non-SEO writing technique with meticulous result and excellent storytelling.

As a driven person, I possess high motivation to learn, gain trust, and achieve.

PROFESSIONAL SKILLS

- Content writing
- Search Engine Optimization (SEO)
- Social media management
- English proofread and translation (TOEFL PBT: 577)

CONTACT DETAILS

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ayukadew.journoportfolio.com

REFERENCES

- **Demas Gustrinur Masido**
Ex Head of Marketing
at International Global Network
+62 851 5632 3839
- **Indah Permata Sari**
Content Editor
at Jalantikus.com
+62 898 9444 676

WORKS AND PROJECTS

SEO Content Writer

Jalantikus.com

September 2020 - present

- Write SEO and non-SEO articles in the fields of gadget, games, science & technology, showbiz, and pop culture
- Work with SEO team consists of senior writers to improve and update most-viewed SEO articles
- Maintain SEO articles to be on the first page of Google search
- Generate at least 1 million monthly page views
- Gain 100K+ monthly likes for articles shared on JalanTikus' Facebook fanpage

Freelance Legal Writer

Aloysius Renwarin & Partners Law Firm

March 2021 - present

- Proofread and translate documents
- Create contents for website and company profile
- Handle legal documents for cases involving well-known companies, such as PT Freeport Indonesia and SIL International

Part-Time Social Media Manager

Creativinc

February 2021 - July 2021

- Managed 3 Instagram accounts owned by a group of doctors which provide health-related information, those are @ortudoctors, @theprimedoctors, and @yoyael.bfc
- Coordinated with the CEO, @geraldvincentt, for content strategy and social media account development
- Created monthly content plans for Instagram, TikTok, and YouTube
- Provided monthly report and analysis

Content Writer and Social Media Manager

International Global Network (IGN)

July 2019 - March 2020

- **MUN 101 Webinar**

Produced YouTube video series, created MUN syllabus concerning research material, hosted webinar sessions, created ad copies for Instagram and Facebook

- **Asia Youth International Model United Nations 2020, Kuala Lumpur, Malaysia**

Interviewed the speakers of Opening Ceremony, volunteered for JOM Breakfast, collaborated with Institut Onn Jafar to produce social media contents, concepted and produced 10K+ views IGTV contents, did voice over for AYIMUN opening video

- **Asia World Model United Nations III, Bali, Indonesia**

Collaborated with Sherly Annavita for video project, cooperated with United Nations Information Center (UNIC) Indonesia, interviewed the Director of UNIC, volunteered for Beach Clean-Up agenda, hosted Instagram live sessions

Intern

Ministry of Manpower of the Republic of Indonesia

January 2018 - February 2018

- Translated the Act No. 18 Year 2017 on Protection for Indonesian Migrant Worker
- Secretary and proofreader for bilateral meeting between Indonesia and Saudi Arabia
- Assisted senior staffs to research and analyze the cases concerning migrant worker protection

EDUCATION

Bachelor of Social Science

Major in International Relations

Jenderal Soedirman University | 2014 - 2019

GPA 3.66 out of 4.00