

Futhuriyyah Rufaidah Mahendra

Jl.Elpiji Raya No.7, Tangerang Selatan 15412 • Ph: +62 838 2095 4516 • E-mail: futhuriyyahrm@gmail.com

EXPERIENCES

R/GA MEDIA GROUP TOKYO - Google Embedded Agency

Remote

Associate Producer

June 2022 - present

- Autonomously manage small to mid-sized digital experience projects.
- Define the approach and scope of projects (goals, deliverables, schedule, and budget.)
- Manage interdisciplinary teams to evolve and execute experience, conceptual, or strategy work into clear deliverables.
- Ensure the delivery of all project deliverables on time, on budget, and of the highest quality.
- Work with clients and partners to clarify strategic requirements.
- Lead internal and external meetings, presentations, and conference calls, ensuring they stay on task and meet stated objectives.
- Play a dual role of client advocate and R/GA team advocate.

R/GA MEDIA GROUP TOKYO - Google Embedded Agency

Remote

Digital Content Manager

June 2021 - present

- Manage content schedules and review content for accuracy and applicability.
- Ensure compliance with brand and content guidelines and help ensure content guidelines are updated as required.
- Collaborate with internal teams to determine the best way to present information online.
- Contribute to the continual improvement of the platform's structure, usability, and functionality as needed.

MAMA'S CHOICE INDONESIA

Jakarta, Indonesia

Sr. Social Media and Content Manager

April 2020 - May 2021

- Managed editorial plan and timeline for Mama's Choice social media platforms (Instagram, Facebook, TikTok, and LinkedIn)
- Created content and social media strategy. Results:
 - Increased Instagram followers by +100% from 150K to +350K in under a year
 - Created TikTok pilot content and reached +500K views and +5K likes
- Collaborated with Mama's Choice Singapore and Thailand team to create a best-practice strategy to grow Mama's Choice's social media.
- Collaborated with the performance team to create a strategy for social media ads budget.

DOKI DIGITAL AGENCY

Jakarta, Indonesia

Head of Content

January 2020 - April 2020

Social Media Specialist and Content Writer

March 2018 - December 2019

- Developed a strategy and campaign to grow the company's and client's social media with the content team. (Clients: DEKA Marketing Research, Fonterra Indonesia, GrabFood Indonesia, Nutrisi Untuk Bangsa and AQUA Lestari (CSR Danone))
- Created social media content and monthly reports for clients' social media.
- Supervised Social Media Officer's daily work.

TRIBUN JABAR

Social Media Specialist and Article Writer

Bandung, Indonesia

May 2017 - December 2017

- Created daily articles on various themes (health, entertainment, politics, etc.)
- Scheduled articles on Tribun Jabar and Tribun Network's social media platforms.

EDUCATION

Bachelor of Humaniora, Padjadjaran University

German Literature (2012-2017)

COURSES

- King Sejong Institute: Korean Language and Culture, August 2019 - present
- Lingkaran: Project Management, June 2019
- Lingkaran: Digital Mastership for Social Media Specialist, July 2018

SKILLS & INTERESTS

Technical: Microsoft Office, Google Workspace, CMS (Content Management System), social media analytic tools (Iconosquare, Sprout Social, Socialinsider, Later.)

Languages:

- Indonesian (Native or bilingual proficiency)
- English (Professional working proficiency)
- German (Limited working proficiency)
- Korean (Elementary proficiency)

Interests: Languages, Japanese and Korean culture, traveling, fiction books, puzzles, and riddles.