

Tri Anita Rahayu

CRM & Loyalty, Marketing Communications

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📍 Jakarta, Indonesia

SUMMARY

Started my professional journey as a Marketing Communications which exposed to plan and execute CRM campaign at E-commerce, Tech, and Beauty Industry. Currently exploring opportunity to Marketing Communications but not limited to CRM Campaign, Marketing Campaign, Product Marketing, Digital Marketing.

EXPERIENCE

Senior CRM & Loyalty Executive

03/2024 - Present

Kanmo Group ↗

- Create coupon for external and internal teams related to promotion and marketing activities.
- Maintain standard SOP's in coupon and points allocation.
- Handle customer support ticket related to CRM.
- Create reports on a weekly and monthly basis and sharing them with stakeholders.
- Set up the new loyalty rules and closely monitoring the process.
- Experience in using CRM tools and software and loyalty management platforms (e.g. Moengage, Clevertap, Capillary) for customer data management, segmentation, and analysis.
- Identify and resolve CRM-related customer issues and challenges.
- Execute CRM and loyalty initiatives, and manage multiple projects simultaneously.
- Generate and present reports on CRM and loyalty program performance to stakeholders.
- Analyze loyalty program data and make recommendations for improvements.
- Work collaboratively with cross-functional teams including Brand marketing and product development

Digital Marketing (CRM & Copywriter)

07/2022 - 03/2024

Somethinc - BeautyHaul ↗

BeautyHaul - Somethinc which is one of the fastest-growing beauty companies in Indonesia. BeautyHaul is the beauty ecommerce, and Somethinc is our first brand that was founded in 2019. We're currently #1 skincare brand in ecommerce & modern trade with >2M social media followings.

Job description:

- As a single contributor to manage end-to-end CRM campaigns and channels (Electronic Direct Mail/Email, WhatsApp, pop up), starting from planning, executing, and reporting.
- Create marketing content, copy, and mockup design to be used in CRM channels.
- Manage system triggers, increase personalization, and create user segmentation.
- Work closely with another team such as marketing team, graphic designer, ecommerce, product & tech for campaign coordination and to drive awareness as well as conversion.
- Manage CRM systems and be able to use data to analyse customer behaviour and preferences.
- Oversee user profile and the overall CRM strategy, manage and optimize the day-to-day user operation.
- Analyse key metrics such as Open Rate (OR), Click Through Rate (CTR), Conversions etc and apply learnings for future plans in order to proactively optimize all CRM programs
- Experience using CRM systems such as Salesforce, Insider, Mailjet, MoEngage, etc.
- Strong communication skills to build and maintain collaborative relationships to share the reports & insights of the campaign performance.
- Produce engaging copywriting for Ads in various channel (Instagram, Facebook, TikTok, Twitter, etc.)
- Write SEO-friendly articles for BeautyHaul blog.
- Contribute to upcoming product launch.

- Manage and operate Somethinc website for the SKU products as well as the banners.

Key achievement:

- Increased engagement among inactive users through WhatsApp marketing by >50%.
- Raised open rate metrics through email marketing by 64%.
- Generated conversion/revenue through CRM channels by 0.5%.
- Given full authority to manage CRM channels.

Marketing Communications (CRM)

08/2020 - 07/2022

Shopee Indonesia ↗

Shopee is the leading e-commerce platform in Southeast Asia and Taiwan. It is a platform tailored for the region, providing customers with an easy, secure and fast online shopping experience through strong payment and logistical support.

As a Marketing Communications CRM, I am in charge to:

- Create and execute end-to-end process for campaign promotional copies through in-app channels (e.g. Push Notification, Electronic Direct Mail, WhatsApp blast, & campaign assets related). Projects handled: CRM Lifecycle Regional, 11.11 Big Sale, 1.1 New Year Sale, ShopeePay, SPayLater, Shopee Live, Shopee Video, Digital Products, Shopee Member, ShopeeFood.
- Experience with CRM executive plan and tools (Salesforce Marketing Cloud) as well as Marketing Automation Platform.
- Regionally, work closely with CRM team to execute weekly campaign through Push Notifications, Electronic Direct Mail, and WhatsApp blast.
- Locally, liaise with multiple internal stakeholders (Marketing Growth & Project, Graphic Designer, Business Intelligence, Product Management, Promo & Campaign Operations) for campaign coordination and implementation.
- In weekly basis, analyze channel's performance reports to identify best practice, costumer behavior & trends to make suggestions and recommendations for the next step.
- Support marketing communications assets by doing proof-read, localize, edit, or improve contents if needed.

Achievement for Biggest Campaign 11.11 Big Sale 2021:

As the main project PIC, I coordinate Push Notifications and Electronic Direct Mail channels to support the campaign effectively to reach the goals.

As the result, the campaign surprisingly reached beyond the target with details below:

- More than 2 billion product sold
- 3.5 billion chats during the campaign
- Total of orders improved 8 times compared to normal days
- 2 million transactions using ShopeePay for the payment
- 10 million hours Shopee LIVE been watched.

Freelance Content Writer & Copywriter

03/2020 - 03/2021

Neoelectura ↗

Neoelectura is a scientific publication media in conceptual paper and field research related to Science dan Technology.

Job descriptions:

- Writing articles and copies on website page.
- Developing B2B proposal for project materials.
- Translating ID-EN scientific journal.
- Generating ideas for marketing purpose.
- Keeping pace with trend and social media.

Marketing Communications Intern

03/2020 - 08/2020

Shopee Indonesia ↗

Shopee is the leading e-commerce platform in Southeast Asia and Taiwan. It is a platform tailored for the region, providing customers with an easy, secure and fast online shopping experience through strong payment and logistical support.

Job descriptions:

- Write articles and copies on Inspirasi Shopee website.
- Develop copies for marketing materials.
- Localize macro and/or micro copy.
- Collaborating across multiple teams and departments.
- Generating ideas for marketing communication purpose.

- Develop UI/UX writing.

SEO English Content Writer Intern

12/2019 - 03/2020

Medi-Call ↗

MEDI-CALL is a startup that tries to generate efficiency on health care on demand / home care services in patient's home in all over Indonesia. Medi-Call has an exponential growth that has shown by being able to operate in 16 cities across Indonesia in just one year.

Job descriptions:

- Write new SEO-friendly articles in English to publish on website pages.
- Produce 20 articles related to health per week.
- Improve more than 10 articles to appear in the first search engine in organic search results.
- Analyze user's behaviour and keeping pace with Google Ads and Google Analytics in order to improve the quality of the SEO articles.
- Work closely with content creation & creative team on project development, timelines and results.

Substitute English Teacher

07/2019 - 08/2019

SMP Labschool Jakarta

Job descriptions:

- Selected as substitute English teacher for 1 month period in the middle of finishing my theses.
- Re-organize lesson plans and learning materials to make it more effective for teaching process.
- Assess and evaluate student's work either in daily or weekly basis.
- Take part to coordinate in every school's events including school accreditation from Kementerian Pendidikan dan Kebudayaan.

EDUCATION

Strategic Marketing Communication

09/2023 - Present

BINUS University - Master's degree

English Studies

08/2015 - 09/2019

Universitas Negeri Jakarta - Bachelor's degree

- Scholarship Awardee of Peningkatan Prestasi Akademik (PPA) 2018
- Took a part as Students' Representative Council as Staff of Public Relation Commission (2016-2017)
- Took a part as Students's Representative Board as Staff of Aspiration Commission (2016-2017)

Education, Teaching English as a Second Language

2018 - 2018

University of Malaya

Exchange programme

SKILLS

Marketing Communications

Team Management

Customer Relationship Management

Email Marketing

Campaign Marketing Strategy

WhatsApp Marketing

Copywriting

Detail-Oriented

Basic HTML

Digital Marketing

Strategic Thinking

CRM Platform

LANGUAGES

English

Fluent

Indonesia

Native