

Naning Koesnadi

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PROFILE

I am a content producer, wordshopper and transcreator. I have experience in multiple writing platforms and enjoy working on a new task and telling story through words.

EMPLOYMENT HISTORY

Oct 2017 — Present	Public Relations Communications Specialist, PEN PR Jakarta - Wrote effective communications materials to educate the public on a social issue - Raised company profile through public relations and media campaigns, resulting in improved brand recognition and reputation
Nov 2020 — Dec 2022	Social Media Copywriter, Maker Lab Singapore - Managed the company's social media accounts - Analyzed media coverage and social media analytics to measure the success of campaigns and adjust strategies accordingly
Jan 2013 — Nov 2016	Content Specialist, Zenogroup Jakarta - Created a style guide that ensured a consistent brand voice across all customer touchpoints - Wrote compelling social media copy for Intel Indonesia, Phillips Indonesia, Lenovo Indonesia, and Blackberry ID. - Developed a content strategy that increased engagement on social media - Edited, proofread, and formatted content to ensure accuracy and readability - Collaborated with designers, developers, and other stakeholders to ensure content was optimized for the customer experience - Developed and implemented a content calendar to ensure content was published on time and aligned to business objectives
Dec 2011 — Dec 2012	Copywriter, Edelman Jakarta - Wrote compelling copy for social media and a series of blog posts - Researched and wrote compelling copy for print and digital materials - Developed a content calendar to ensure timely delivery of content to meet marketing goals - Developed a comprehensive messaging strategy - Developed a social media strategy - Crafted compelling headlines - Collaborated with product teams to create product descriptions that improved customer engagement

EDUCATION

Bachelor, Universitas Indonesia Bachelor of French Language Literature	Depok
Diploma, Universitas Indonesia Diploma of Tax Administration	Depok

SKILLS

Communication	Effective Time Management
Computer Skills	Creative Writing
Critical thinking and problem solving	Content Writing