



ANGGUN SIWI MURWATI

MARKETING & PUBLIC RELATIONS

CONTACT

Jalan Bendungan Hilir IV dalam
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COVER LETTER

To whom it may concern,

Regarding the opening position currently advertised, please find attached a copy of my CV for your consideration.

Having worked within the industry for around 2 years, I have developed a wide range of skills that would meet, and exceed the expectations for the role.

In my present role as a Marketing Executive for ASIK! App Indonesia I have had many achievements, including manage the launching event and run many digital campaigns. I would relish the opportunity to bring this level of success to your company.

If you would like to get in touch to discuss my application and to arrange an interview, you can contact me via my phone number or email address.

I look forward to hearing from you soon.

Yours truly,

Anggun Siwi Murwati



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PROFILE

I would describe myself as a well presented, hard working person who thrives at the chance of learning new skills. I am seeking a challenging role, where my existing skills and qualifications will add value from the outset, whilst I continue to further develop my skills and knowledge in digital or technology industry.

SOCIAL

 augustgirl28

 Anggun Siwi Murwati

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EDUCATION

BSC COMMUNICATION SCIENCE
TELKOM UNIVERSITY // 2010 - 2014
GPA: 3.24/4.00

This degree helps me to integrate my skills in the marketing and communications disciplines to adapt to the changing industry of the digital age. As a marketing communication graduate I emerge as creative and reflective practitioner who is equipped to face dynamic industry challenges with practical skills in content marketing, advertising, public relations and strategic communications.

EXPERIENCE

DIGITAL MARKETING EXECUTIVE
ASIK! APP INDONESIA // JAN 2016 - PRESENT

- Plan and execute all marketing database, social media, and advertising campaigns.
- Design, build and maintain social media presence.
- Measure and report performance of all digital marketing campaigns and assess against goal.
- Keep up to date with current digital trends and identify the opportunity that may benefit the business.
- Collaborate with agencies and other vendor partners.
- Manage the budgeting plan for any marketing activity.

SKILLS

Ms Word

Ms Power Point

Social Bakers

Facebook Ads

Adobe Premiere

English (IELTS 6.5)

EXPERTISE

Marketing

Advertising

Public Relations

Creative Strategy

Copy Writing

PERSONAL

Quick Learning

Project Management

Teamwork

Social Media

INTERESTS

I don't define music by its genre, so I'm okay with Sinatra or Tame Impala. Self-proclaim photo buff with specific interest in human activity but landscape still welcome. A citizen of the world who is a huge fan of Sherlock Holmes.

EXPERIENCE

SOCIAL MEDIA SPECIALIST

RED COMMUNICATION // JAN - DEC 2015

- Build and execute social media strategy through competitive research, platform determination, benchmarking, messaging and audience identification
- Generate, edit, publish and share daily content (original text, images, or video) that builds meaningful connections and encourages community members to take action
- Create editorial calendars and syndication schedules.
- Collaborate with other departments (creative strategic, data analyst) to manage reputation, identify key players and take actions.
- Analyse the social media report on a monthly basis.

EXTRACURRICULAR JOURNALIST TEACHER

SD TUNAS UNGGUL BANDUNG // AUG - NOV 2013

- Planning, preparing and presenting lessons that cater for the needs of the whole ability range within the class;
- Motivating pupils with enthusiastic, imaginative presentation.
- Assigning work, correcting and marking work carried out by students.

COPY WRITER

PRAMBORS RADIO YOGYAKARTA // JUN - JUL 2013

- Liaising with clients and interpreting their briefs.
- Developing creative ideas and concepts, often in partnership with the art director;
- Presenting ideas to colleagues and clients;
- Writing clear, persuasive, original copy.
- Amending, revising or redeveloping adverts or campaigns in response to feedback from the creative director, account team or clients.

REFERENCES

Kania Kismadi

Content Director

Red Communication

E: kania@redcomm.co.id

Bastian Wirawan Taruna

Art Director

ASIK! App Indonesia

E: bastian@asikapp.com