CONTACT

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LANGUAGES

- INDONESIAN
- ENGLISH
- FRENCH

SKILLS

- CONTENT WRITING/COPYWRITING
- TRANSLATING/INTERPRETING
- PHOTO EDITING/LAYOUTING
- ADOBE PHOTOSHOP/ILLUSTRATOR/INDESIGN
- MICROSOFT WORD/EXCEL/POWERPOINT
- WORDPRESS

HOBBIES

Hello! I'm

AMANDA
TRIADEWI KUSUMORINI,
here to write for you.

PERSONAL PROFILE

Creative copywriter having 2 years of professional experience in drafting digital contents, developed creative ideas for **advertorial copies**, proof-read final web news and articles. In addition to having experience in **social media strategy planning**, I have also taken part in editing existing contents. Aside from that, I am currently developing my skills by working as a **freelance translator/copywriter**.

My objective is to have a challenging and rewarding position as a professional copywriter by writing in an interesting way to keep the readers intact and also by writing in an optimized efficient manner to **draw search engine traffic**.

EDUCATION

2005-2010 UNIVERSITAS INDONESIA
B.A in Human Sciences & Cultures
GPA 3.02
Major in French Linguistic & Literature

WORK EXPERIENCE

Jan 2013 - Dec 2013 SOCIAL MEDIA CONTENT STRATEGIST
@ PT SATUVISI INOVASI MEDIA (ONE VISION PRO)
> Strategic content development (Facebook & Twitter)
> Copywriting
> Social media marketing
As a strategists, I was in charge of a team to help **grow the client's business** as well as ensuring the team execution meets and exceeds client expectations. The tasks include planning, monitoring, **boosting engagements**, and generating audience via quizzes.
Clients are photography services: AA Foto, The Custom Photo, Payu Foto, Le Sae Photo, Raya Foto, Apiq Foto. Tools are: Hootsuite & Sprout Social.

Jan 2012 - Jan 2013 IN-HOUSE CONTENT EDITOR OF MANTENHOUSE.COM
@ PT DUAMITRA KARYA GEMILANG
> News & articles, tutorials
> Press releases, interviews
> Advertorial, SEO writing
> Photoshop for content creation
Mantenhouse.com was a wedding portal designed for brides-to-be who seek informations from prenuptials to honeymoons. My role was to **manage all the contents** via self-built Content Management System (PHP framework) and to make sure all the contents written were not only gramatically correct but also capable to create overall **positive user experience**.

Feb 2011 - Dec 2012 FREELANCE TRANSLATOR
@ PT ELEX MEDIA KOMPUTINDO
Translating several titles of french comic books, **(FR-INA)** including:
Lucky Luke, Marsupilami, Tanguy & Laverdure, Smurf, Spirou & Fantasio, Johan & Pirlouit

WRITING SAMPLES - News & Article

NEGERI SARAT IMAJI ALA PRESTON BAILEY

Senin, 11/06/2012 WIB

JAKARTA - Mantenhouse Puri kerajaan di puncak bukit, dengan kapal-kapal berlayar di danau yang mengelilinginya. Makhluk unicorn putih di tengah hutan penuh warna-warni kupu-kupu dan bunga. Mungkin itu salah satu gambaran dunia dongeng imajiner yang pernah terpancang di benak banyak orang semasa kecil. Di tangan Preston Bailey, panorama utopis ini tampil mewah untuk dinikmati setiap pengunjung atrium mal Pacific Place Jakarta, mulai awal Juni hingga pertengahan Juli 2012.

Melalui event bertema Dreams Come True, Preston Bailey, seniman instalator sekaligus event organizer kenamaan dunia yang sempat menangani dekorasi pernikahan Adinda Bakrie – Seng-Hoo Ong ini, menerjemahkan imajinasinya akan negeri impian lewat instalasi seni prestisius penuh warna-warni. Jika biasanya ia terkenal akan *floral display*-nya, kali ini Preston memutuskan untuk menggunakan makhluk alam terindah selain bunga: kupu-kupu.

Lebih dari dua ratus ribu replika kupu-kupu tersusun bak *chandelier* raksasa, menghiasi lampu kristal dengan berat 589 kilogram megah tergantung di langit-langit Pacific Place. Di bawahnya, panggung mini yang disulap menjadi kerajaan, ditemani sesosok unicorn yang dibentuk dari 400 kepala peony putih. Dengan dibantu oleh 170 profesional dari Reka Citra, Flora Lines, dan Stupa Caspea, instalasi yang menggunakan total 248.574 buah replika kupu-kupu ini dibangun dengan menghabiskan waktu lebih dari 327 jam.

Berikut cuplikan narasi yang tertulis di depan instalasi:
"Journey to the land of "Dreams Come True" where you can find whatever it is that your heart desires. As travelers enter Pacific Place, they are transported into a wonderful magical Kingdom filled with happy dreams and hundreds of thousands of dancing butterflies."

Lalu, kupu-kupu di sini, apakah mereka itu mimpi, ataukah para penjelajah? Ah, silakan tentukan sendiri.

As published in http://mantenhouse.com/article/173-negeri-sarat-imaji-ala-preston-bailey.html

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APPRECIATION TO THE EARTH BY LIME GARDEN

Kamis, 05/04/2012 WIB

JAKARTA – Mantenhouse *"Be nature, be a goddess, pride of Indonesian culture"*. Demikianlah *tagline* yang mengawali *fashion show* persembahan Lime Garden. *Fashion show* yang mengisi hari terakhir *event* BWE7 sore itu diselimuti kesan natural yang lembut. Hal ini ditegaskan melalui warna-warna pastel yang dimainkan; gradasi peach, off-white, abu-abu, ungu, biru muda, pink, dan dominasi hijau.

Seakan ingin menampilkan kebebasan ala peri hutan, Gayatri Adria dan Chitra Utami, dua desainer muda dari Lime Garden, banyak menggunakan bahan chiffon sebagai rok atau sarung. Potongannya dibuat bervolume, dengan aksen draperi, atau dengan ujung melebar yang memberi kesan ringan dan melayang.

Meski begitu, kesan elegan tetap nampak, misalnya melalui gaun *one shoulder lace* plus obi dan bawahan kuning dengan semburat hijau neon, atau *bustier* hijau yang dilengkapi *cape* brokat pendek. Aksesori pun dibuat *playful* dengan korsase bunga-bungaan yang menempel manis di rambut.

Kalem namun dinamis. Atraktif namun tetap elegan. Hal inilah yang terasa ketika mengamati siluet *flowy* dari koleksi kebaya modern dan *cocktail wear* yang hampir semuanya *bustier-based* dari Lime Garden. Seperti ditemui Minggu malam (25/03) usai f*ashion show*, Gayatri mengakui mereka tidak terlalu banyak bermain warna lewat manik dan payet, karena menurutnya lebih simpel lebih baik.

Sesuai prakata yang mengawali pergelaran busananya, Gayatri dan Chitra ingin meyakinkan para wanita bahwa "pribadi mereka akan terlihat cantik apabila menggunakan warna-warna alam semesta dengan budaya etnik di dalamnya."

As published in http://mantenhouse.com/article/119-appreciation-to-the-earth-by-lime-garden-.html

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WRITING SAMPLES - Inspiration & Clients

VINTAGE-INSPIRED WAVY HAIRSTYLE FOR THE BRIDE

Kamis, 01/11/2012 WIB

JAKARTA - Mantenhouse Suka gaya vintage klasik 20an? Seperti...
Seductive curls ala Charlize Theron?
Gaya retro yang belakangan diklaim Christina Aguilera sebagai *signature style*-nya?
Atau, seperti Tyra Banks dalam serial Gossip Girl?

Gaya rambut yang dikenal juga dengan nama *flapper hairstyle* ini memang berkarakter sekali. *Good news is*, ini bisa jadi inspirasi untuk momen istimewamu di hari pernikahan! Kesan klasik yang kental muncul dari penataan *finger waves* yang membingkai dahi, menyerupai lekuk ombak yang seksi. *Classy polished look* yang ditampilkan memiliki daya pikat feminin tersendiri.

Terus, susah nggak bikinnya? Nggak usah khawatir; karena penata rias senior, Jacky Timurtius, membeberkan *step-by-step* cara penataan gaya rambut ini dalam bukunya yang berjudul Up Close & Personal HairDo, secara mendetail. Buat calon pengantin yang menginginkan gaya ini, ada sedikit tips dari Jacky. Menurutnya, paduan busana yang cocok adalah jenis kebaya encim. Alasannya simpel, "karena kebaya encim, 'kan, dari Cina."

Memang, *flapper hairstyle* pas sekali jika dipadukan dengan *long dress* berkerah shanghai; perpaduan keduanya memberi kesan oriental yang kuat. Coba lihat gaya Icha, fotomodel dalam buku Jacky, yang juga tampil pada acara ramah tamah dan peluncuran buku pada 16 Oktober 2012 lalu ini.

Tapi, kalau mau sedikit bereksperimen, mungkin kamu boleh juga mencoba gaun panjang model A-line, atau dress berpotongan klasik lainnya. Yang jelas, kebaya berpotongan modern nampaknya harus absen dulu untuk tatanan rambut khas Eropa tahun 1920-an ini.

As published in http://mantenhouse.com/article/314-vintage-inspired-wavy-hairstyle-for-the-bride.html

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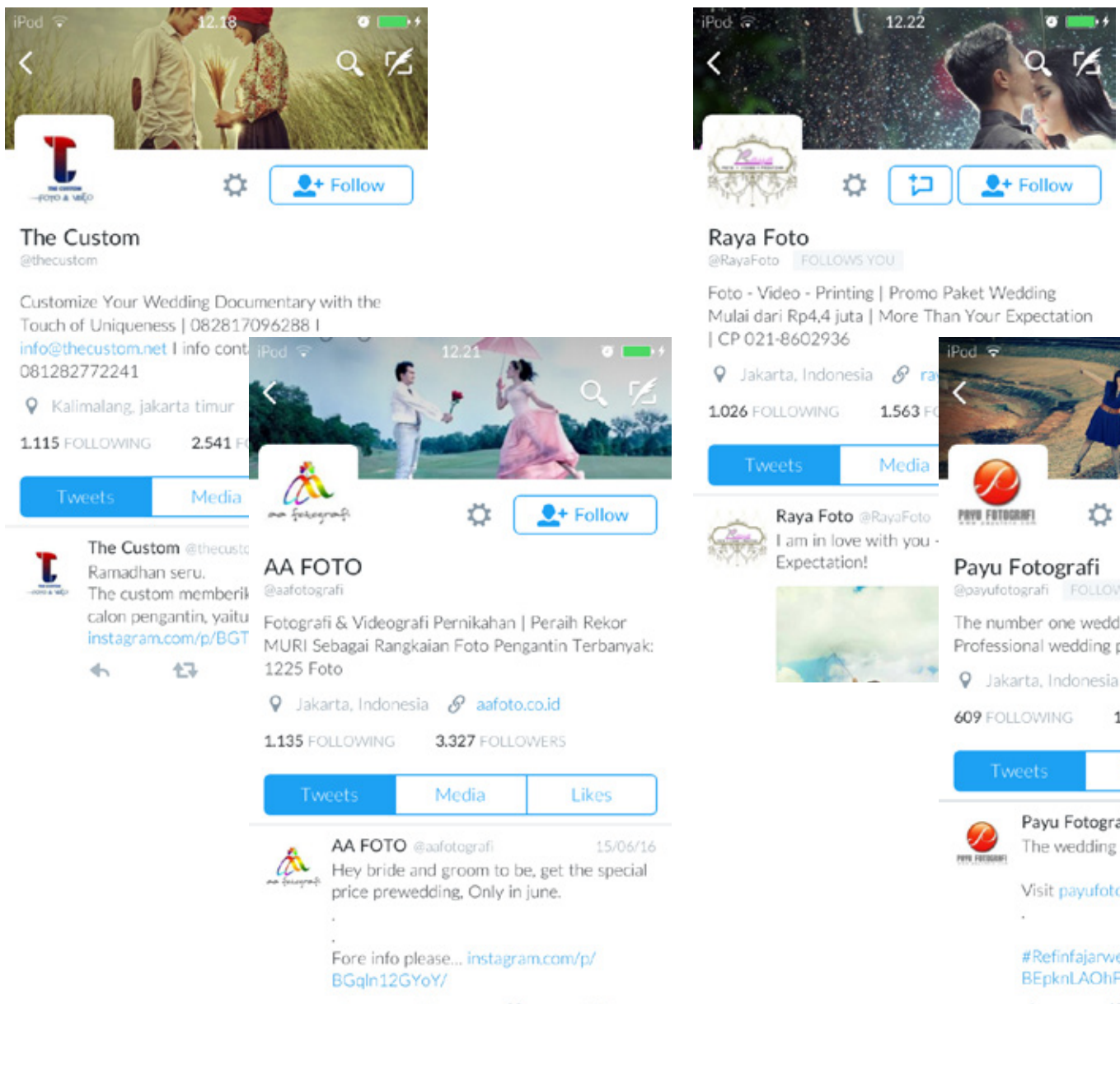

WRITING SAMPLES - Content & Translation

The Quarantine Center Destroyed 135 Illegal Commodities and Pest Carriers

Tangerang, 31, 03, 2016

JAKARTA - Balai Besar Karantina Pertanian The Soekarno-Hatta Agricultural Quarantine Center have recently destroyed various animal and plant commodities at the Incinerator of Instalasi Karantina Hewan (Animal Quarantine Station) in Soekarno-Hatta Agricultural Quarantine Center. As the head of the quarantine center, Dr. Ir. Musyaffak M. Fauzi, has stated, the destruction of the carrier of HPHK (*Hama dan Penyakit Hewan Karantina*/Quarantine Animal Pest and Disease) and the OPTK (*Organisme Pengganggu Tumbuhan Karantina*/Plant Disturbance Organism) in the form of agricultural products (crops and animals) was due to the income or expenditure not being in accordance with applicable regulations.

"A total of 34 items of plant commodities and 101 items of animal commodities has been destroyed, because the owner or the importer could not complete the paperwork during the specified time limit, which is 14 days," he told the reporters at the Animal Quarantine Station's Incinerator, Soekarno-Hatta Airport, Tangerang, on Thursday (31/03/2016).

The destroyed items were confiscated items from Soekarno-Hatta Agricultural Quarantine Center during the last 3 months. "All the items that we destroy, resulted from our prevention since the beginning of January 2016 until today, or approximately three months," he declared.

According to Musyaffak Fauzi, those 101 carrier media items of the quarantined animal, includes pork, duck meat, 765.9 kilograms of processed meat (pork, beef), 16 snakes, and a monitor lizard.

"We confiscated and destroyed meat as well as processed meat from various countries, mostly from China. It's because the only meats and processed meats allowed to enter Indonesia are the ones from Australia, New Zealand, Canada, and the United States," he explained. As for the media carrier of quarantined plants, it was the seeds and plants that were not equipped with the import license from the Ministry of Agriculture.

"From the laboratory test result, we also found seeds of cabbage containing Pseudomonas viridiflava bacteria that are originated in Japan. Because it did not exist yet in Indonesia, we then destroyed it," he said. Aside from not being equipped with certificates or official documents, those various animal and plant commodities that's been destroyed also carried pests that can potentially spread in Indonesia.

"This destruction is aimed to prevent the spread of HPHK (*Hama dan Penyakit Hewan Karantina*/Quarantine Animal Pest and Disease) and the OPTK (*Organisme Pengganggu Tumbuhan Karantina*/Plant Disturbance Organism) in the Republic of Indonesia's territory," he concluded.

This destruction event of various commodities of animal and plant was not only attended and witnessed by the owner of the goods, but also escorted by representatives of Soekarno-Hatta International Airport's Office of the Regional Authority I and Sheraton's Kapolsubsektor (Sub Sector Police Chief).

This article was published in the Soekarno-Hatta Agricultural Quarantine Center's website:
http://soekarnohatta.karantina.pertanian.go.id/beta/media/berita/BBKP-Soetta-musnahkan-135-komoditas-ilegal-dan-pembawa-hama
where I also did the copywriting of the web as well as the content translation to english.