



Hi, I'm Retno Prasetyani (Neno)

An online writer and social media enthusiast

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Date of Birth : July 20th, 1988

Marital Status : Single

As online reporter in fashion magazine in the beginning of career, I also was being a full time editor, full time copy writer, part time writer nonfiction and passionate fashion blogger, freelance lifestyle and places reporter, freelance translator. Three things that I love are write, fashion and imagination. Now I am social media officer at digital agency.

SKILL

1. Having good sense about the latest trend on social media
2. Familiar with social media monitoring and measurement tools
3. Understand cultural and behavior of social media user
4. Have capability to develop any social media strategies for purpose
5. Aware with latest issue in social media

My hobbies are reading, traveling, and listening music also learn something new.

EXPERIENCES

- 2013- 2014 Online writer at JOY Magazine

- 2013- 2014 Online writer at JOY Magazine

- 2013- 2014 Social media enthusiast at Whatiwear.com

- 2013- 2013 Contributor at jadiberita.com

- 2012- 2013 Editor and copywriter at Jogjacamp

- 2011- 2012 Online reporter at Gogirl! Magazine

SCOPE OF JOB

SOCIAL MEDIA AT AITINDO

As social media in Aitindo, I have responsibility to do several job such as:

1. Provide monthly contents for several brand's accounts like Combiphar and MOR Store.
2. Maintaining and making monthly report for those brand
3. Have to make several campaign and activity along with developer, AE and PM

ONLINE WRITER AT JOY MAGAZINE

As online writer in JOY Magazine (Publishing under the DestinAsian Media Group) I have responsibility to several job such as

1. Every day I have to write 3 news update about Fashion, Beauty and Celebrity, including the photo.
2. Maintaining JOY Magazine's social media by make 15 contents for Twitter and Facebook each day.
3. Held regular quiz for JOY Magazine's social media named #KamisKuis. Moreover, I also responsible to spread the words, choose winner and calls to talk about prizes.
4. Write 3 long articles once a week about Fashion, Beauty and Life/Love/Sex.
5. Reporting every event that related with JOY Magazine by sending live tweet through JOY Magazine's Twitter account
6. Help marketing to spread and blast about event or quiz that will be scheduling through social media tools.
7. Write and prepare photos for polling and regular Newsletter once a week.
8. Translating "Horoscope" section in JOY Magazine.
9. Writing the table of content in the magazine that called "TOC"
10. Preparing the web promotion page for JOY Magazine every month
11. Reporting the participant of every event that held by JOY Magazine

SOCIAL MEDIA ENTHUSIAST IN WHATIWEAR.COM

As Social Media Enthusiast in whatiwear.com I have several responsibilities. In detail, my scopes of job are:

1. Post five feature looks in WhatIWear's social media which are Facebook, Twitter, Tumblr, Pinterest and Instagram.
2. Maintained and edited content for WhatIWear's blog
3. Held some event like "Feature Member of The Month" and "Blogger of The Month", the mechanism including looked and called the fashion blogger, blast the tweet about the fashion blogger, wrote article to promote the fashion blogger and also moderate the question&answer section between the follower and fashion blogger.
4. Built and engaged the communication between follower and fashion blogger.
5. Find fashion event minimum five events every month such as designer's fashion show in Indonesia and Fashion Week abroad.
6. Apply invitation of fashion event and provide media pass for intern or volunteer fashion blogger, so they can attend the fashion event.
7. Encourage member of WhatIWear to make activity, in that case post their look in website.
8. Make a list of feature member that already featured and sent them notification email for each member to let them know that they are featured.
9. Design newsletter that contain information about fashion event, sale and fashion job vacancy.
10. Made new strategies for social media once a month and implement each strategy after it was approve by community manager.

CONTRIBUTOR AT JADIBERITA.COM

As contributor at jadiberita.com, I have several tasks such as,

1. Re-wrote two Hollywood's news and once Indonesian's celebrity news and post them in jadiberita.com every day.
2. Once a month I wrote profile of public figure. They can be celebrity, musician and etc.

CONTENT WRITER AND COPYWRITER IN JOGJACAMP

As content writer and copywriter in Jogjacamp, I have several responsibilities. They are,

1. Wrote and edited minimum 5 articles about "how to something" for carapedia.com
2. Wrote content daily deals for diskon.com
3. Wrote special requested article for idwebhost.com

ONLINE REPORTER IN GOGIRL! MAGAZINE

As online reporter in Gogirl! Magazine who have to write in gogirlmagz.com, there are my scopes of jobs;

1. Wrote about latest Fashion issues like brand new line model, new rise model and also new product in fashion industry.
2. Coverage and wrote about happening hang out places, unique themes restaurant or store and vacation spot around Jakarta, Bandung, Bogor, Salatiga, Jogja and also Bali.

3. Wrote about unique and unusual news. It can be about things, creativity or people around the world.

EDUCATION

FORMAL

1992- 1994 TK KRISTEN 1 Wonosobo

1994-2000 SD KRISTEN 1 Wonosobo

2000- 2003 SMPN 1 Wonosobo

2003-2006 SMAN 2 Wonosobo

2006-2012 Satya Wacana Christian University, Bachelor of English Department

Other information that needed will be available by request.

