

## SUMMARY

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As an adaptable content creator with a solid foundation in online media, I thrive on collaborative teamwork to produce engaging and informative content. With expertise across various writing styles, from entertainment to promotional pieces, I excel in crafting narratives that captivate audiences. My attention to detail, clear communication, and knack for problem-solving guarantee content that is both relevant and compelling. I am committed to contributing effectively to company objectives while continuously honing my skills and embracing new challenges.

## EDUCATION

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**AMIKOM UNIVERSITY**  
*Communication Sciences Department*

**SEP 2018 – FEB 2022**

## PROFESSIONAL EXPERIENCES

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### **BEAUTY WORLD INDONESIA**

**OKT 2024 - PRESENT**

*Social Media Specialist*

- Developed and executed monthly content plans, including content calendar creation, topic ideation, copywriting, and coordination with the marketing team to ensure brand consistency across platforms.
- Designed visually engaging feed posts, promotional materials, and creative Instagram Reels using trending music, visual effects, and storytelling to boost audience interaction.
- Researched, identified, and collaborated with Key Opinion Leaders (KOLs) for brand campaigns; planned and hosted interactive live streaming sessions to enhance brand visibility and engagement.
- Responded to customer inquiries via social media, maintaining positive brand-customer interactions, and ensuring timely support and communication.
- Produced SEO-driven website articles and press releases for brand and product launches, while also tracking, analyzing, and reporting social media performance to optimize future strategies.

### **PT KATADATA INDONESIA**

**JUL 2024 – SEP 2024**

*Social Media Officer*

- Create visually appealing designs and captions for Instagram posts related to green economy, politics, and trending issues, ensuring content stands out with unique angles.
- Develop in-depth carousel content through thorough research, delivering informative and engaging posts.
- Perform basic video editing (cut-to-cut) for Instagram Feed and Reels, maintaining a polished presentation.
- Write scripts for Reels content that effectively communicate key topics, enhancing engagement with the audience.

### **ARKADIA DIGITAL MEDIA YOGYAKARTA**

**JUL 2022 – JUL 2024**

*Content Writer*

- Develop compelling article content within the entertainment category, showcasing adept storytelling skills and a keen understanding of audience engagement.
- Collaborate closely with team members to identify and prioritize article topics, ensuring content relevance and alignment with organizational goals.
- Maintain a consistent tone and style across all written materials, adhering to brand guidelines and editorial standards to enhance brand identity and reader experience.

**@JOGJAKU Talent Content Creator**  
**KOL Specialist**

**JAN 2024 – JUN 2024**

- Act as the main character in content creation, specializing in reviewing various aspects such as food, locations, and trending topics within the @JOGJAKU team.
- Demonstrate expertise in Key Opinion Leader (KOL) strategies, leveraging influence and engagement to amplify content reach and impact.
- Collaborate closely with fellow content creators to curate engaging and relevant material, ensuring alignment with the @JOGJAKU brand and audience preferences.

**PT BAWAH TANAH SOLUSI INDO**

**JUN – NOV 2023**

**Content Writer**

- Crafted diverse content themes focusing on mining topics for publication on the company website, demonstrating proficiency in conveying technical information to a broader audience.
- Compiled entertaining content related to mining industry developments, ensuring engagement and accessibility for readers.
- Produced promotional content utilizing both hard and soft selling techniques to effectively market company products and services within the mining sector.

**DISKOMINFO DIY YOGYAKARTA**

**MAR – APR 2021**

**Content Creator Internship**

- Created a variety of multimedia content including infographics, photos, videos, captions, and news content across diverse themes for publication on Instagram @kominfodiy.
- Demonstrated proficiency in visual and written storytelling techniques to engage and inform the target audience effectively.
- Collaborated with team members to ensure content alignment with organizational objectives and brand identity.

**IDN TIMES COMMUNITY**

**JUN – DEC 2020**

**Freelance**

- Authored articles focusing on beauty and lifestyle topics, contributing to various online media platforms with IDN Times Community being one of the primary outlets.
- Demonstrated versatility in writing styles and formats to cater to diverse audience preferences and platform requirements.
- Maintained active engagement and consistent delivery of high-quality content to meet deadlines and exceed audience expectations.

**BEKERJA.ID**

**JAN – FEB 2021**

**Internship**

- Created written content across various themes for publication on the company website.
- Demonstrated proficiency in content creation, ensuring clarity, relevance, and engagement for the target audience.

**SKILLS**

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**HARD SKILL**

- Ms. Office (Word, PowerPoint, Excel)
- Google Workspace (Gsheet, Gdocs, Gslides)

- Leadership Skill
- Public Speaking
- Time and Task Management
- Project Management Skill

**SOFT SKILL**

- Detailed-Oriented
- Communication
- Problem Solving

**LANGUAGE SKILL**

- Indonesia
- English

The background features a white surface with three large, semi-transparent yellow circles. One circle is on the left, one is in the center, and one is on the right. The text is centered over the middle circle.

# DIWANNA **ERICA** PORTFOLIO

Content Writer | Talent Content Creator | Social Media

# ABOUT ME

Hi! I have 3 years of experience as a content writer and also experience in social media. I can write and make a simple design, video with various types of content ranging from news articles in the media to social media content.

In addition to being a content writer, I also have experience as a content creator on social media @jogjaku on Instagram and TikTok.

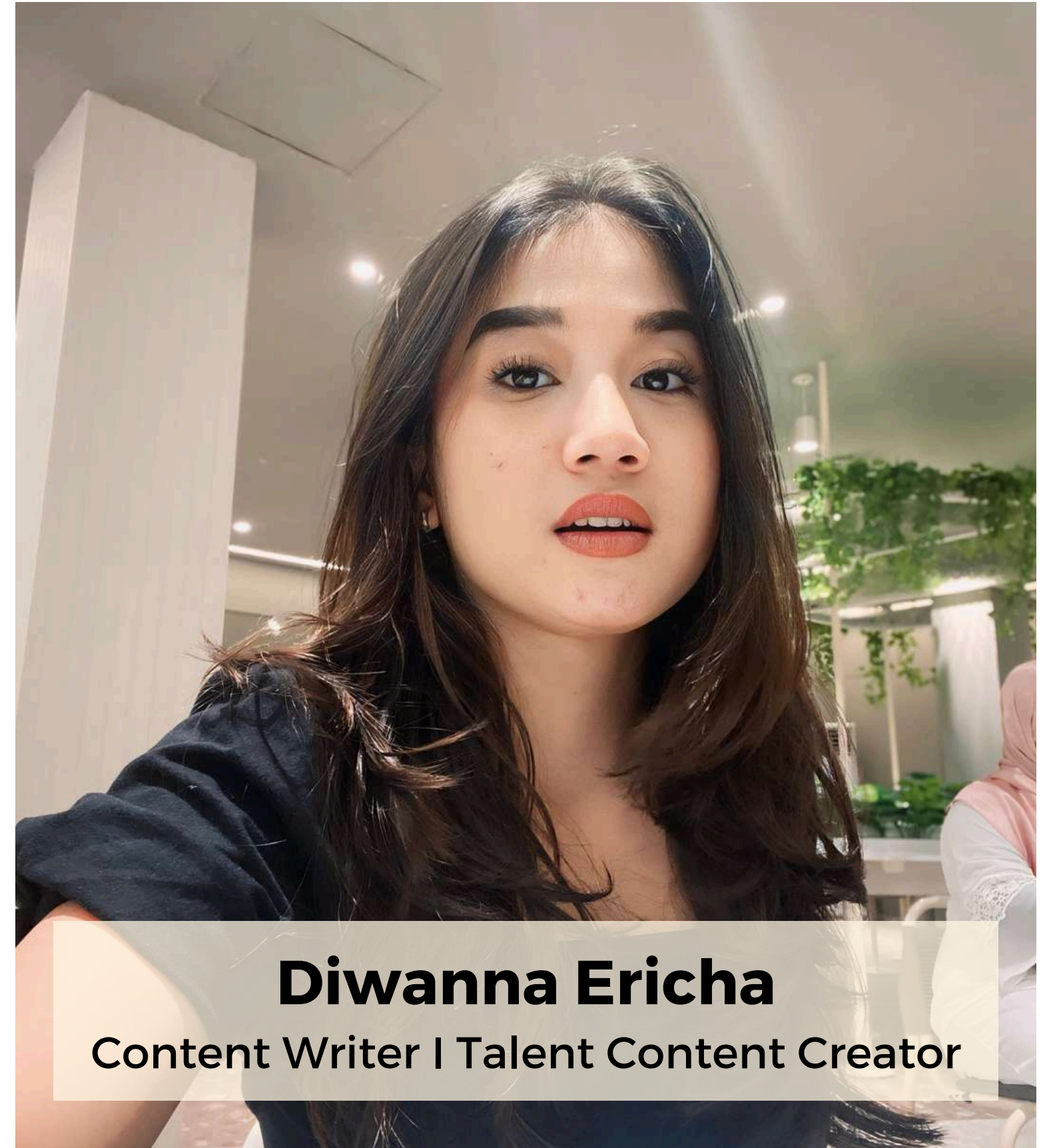
I am an adaptive, active, and detail-oriented person. Additionally, I am accustomed to working with tight deadlines.

## EDUCATION



**Amikom Yogyakarta University**

Communication Studies (2018-2022)



**Diwanna Ericha**

Content Writer | Talent Content Creator



# PROFESSIONAL EXPERIENCES



**Diwanna Ericha**

Content Writer | Talent Content Creator | Social Media

## **BEAUTY WORLD INDONESIA**

Social Media Specialist (Oct 2024 - Present)

## **PT KATADATA INDONESIA**

Social Media Officer (Jul 2024 - Sep 2024)

## **ARKADIA DIGITAL MEDIA YOGYAKARTA**

Content Writer (Jul 2022 - Jun 2024)

## **JOGJAKU**

Talent Content Creator | KOL Specialist (Jan 2024 - Jul 2024)

## **PT BAWAH TANAH SOLUSI INDO**

Content Writer (Jul 2023 - Nov 2023)

## **DISKOMINFO DIY YOGYAKARTA**

Content Creator Internship (Mar 2021 - Ap 2021)

## **BEKERJA.ID**

Content Writer Internship (Jan 2021 - Feb 2021)

## **IDN TIMES COMMUNITY**

Freelance Content Writer (Jun 2020 - Dec 2020)

# TOOLS

To facilitate my work, I am accustomed to using the following tools:

## Analysis & Reporting



 Trello



Notion, Google Sheet, Google Slides,  
Google Analytics, Google Trends,  
Gemini

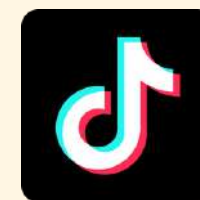
## Writing



 Medium

Wordpress, Google Docs, Medium

## Social Media Content



Instagram, TikTok, Shopee

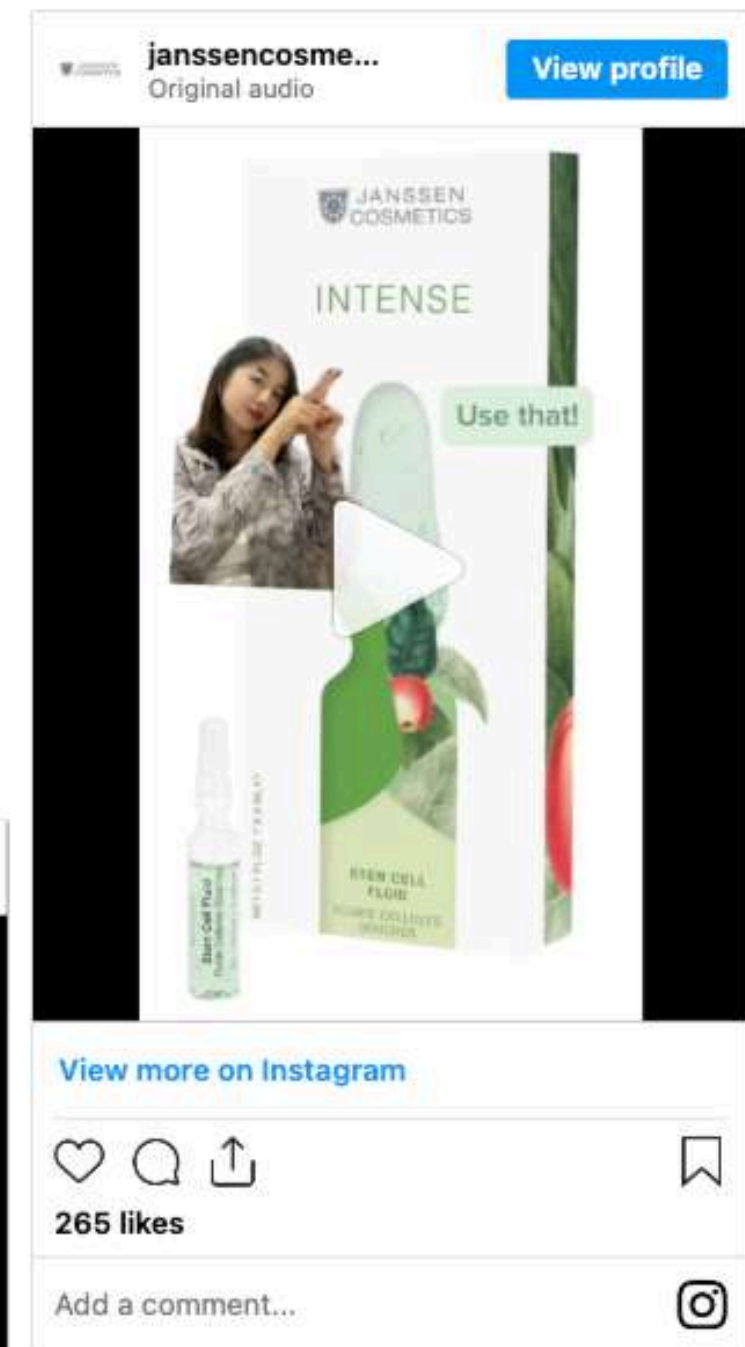
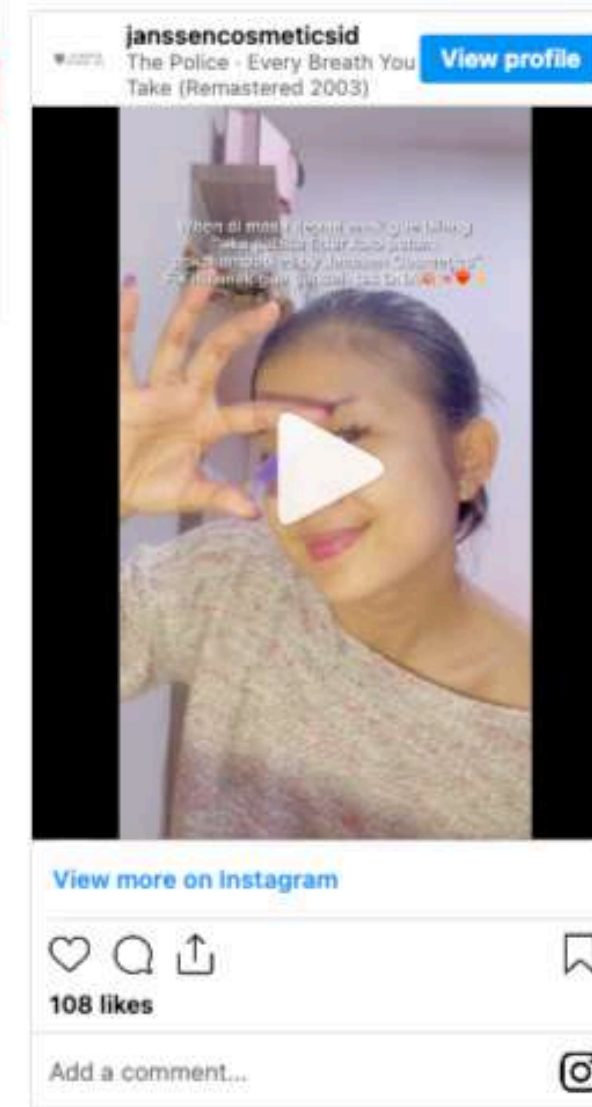
## Editing Tools



Canva, Capcut, VN Video Editor, Adobe  
Lightroom

# PORTFOLIO SOCIAL MEDIA SPECIALIST

In the beauty industry, I've developed and executed content strategies that align with brand identity and audience behavior. From planning content calendars and writing compelling copy to designing aesthetic feeds and trending Reels, my work focuses on visual storytelling and engagement. I've collaborated with beauty influencers, hosted interactive live sessions, and managed daily social media interactions to build strong brand-audience relationships. I also write SEO-optimized articles and press releases for product launches, supported by data analysis to refine future strategies.

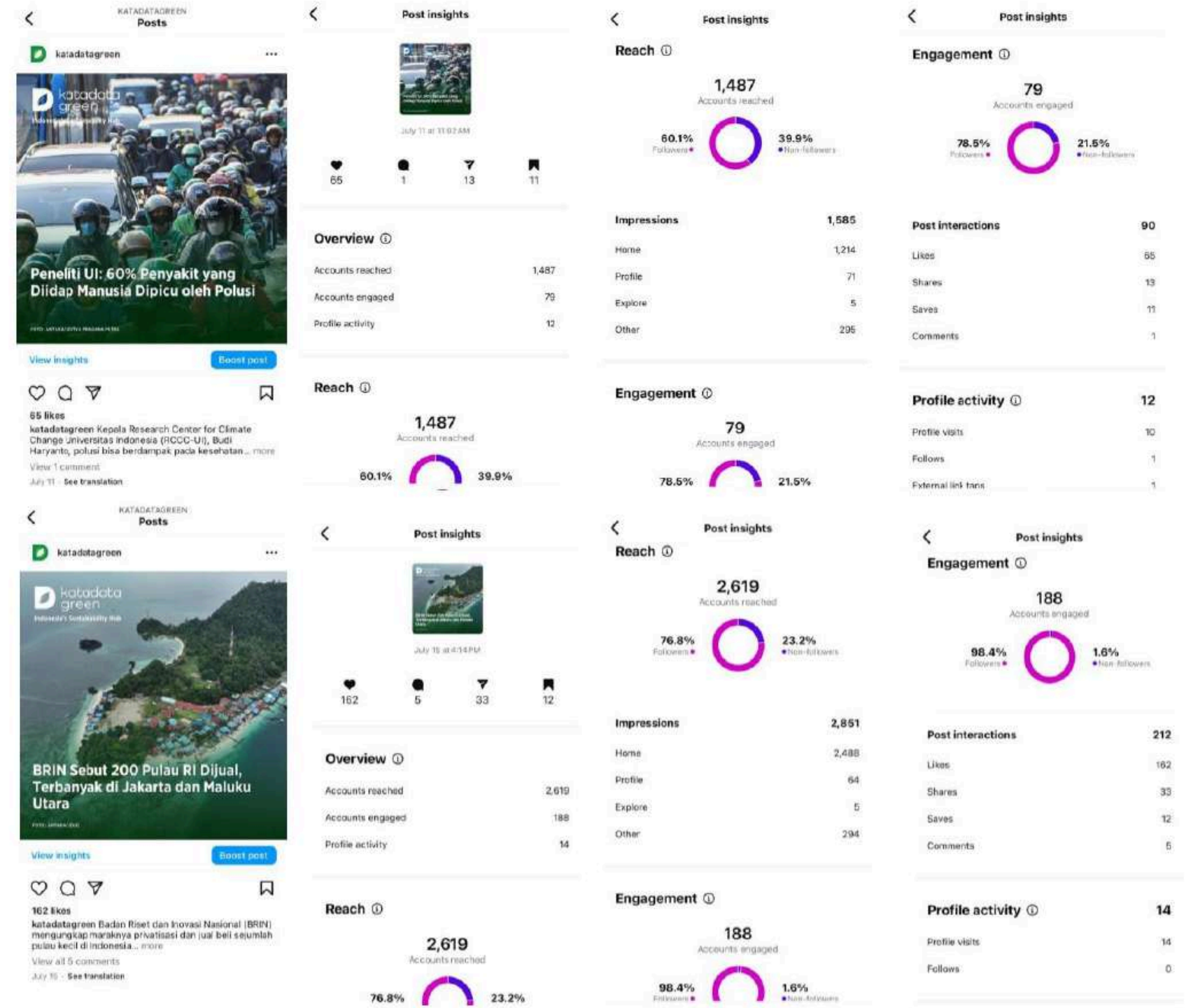




# PORTFOLIO SOCIAL MEDIA OFFICER

**As Social Media Officer, i creating visually appealing designs and writing captivating captions for Instagram posts that focus on the green economy, politics, and trending issues. My content is crafted to stand out by offering unique angles that resonate with the audience.**

## KONTEN FEED

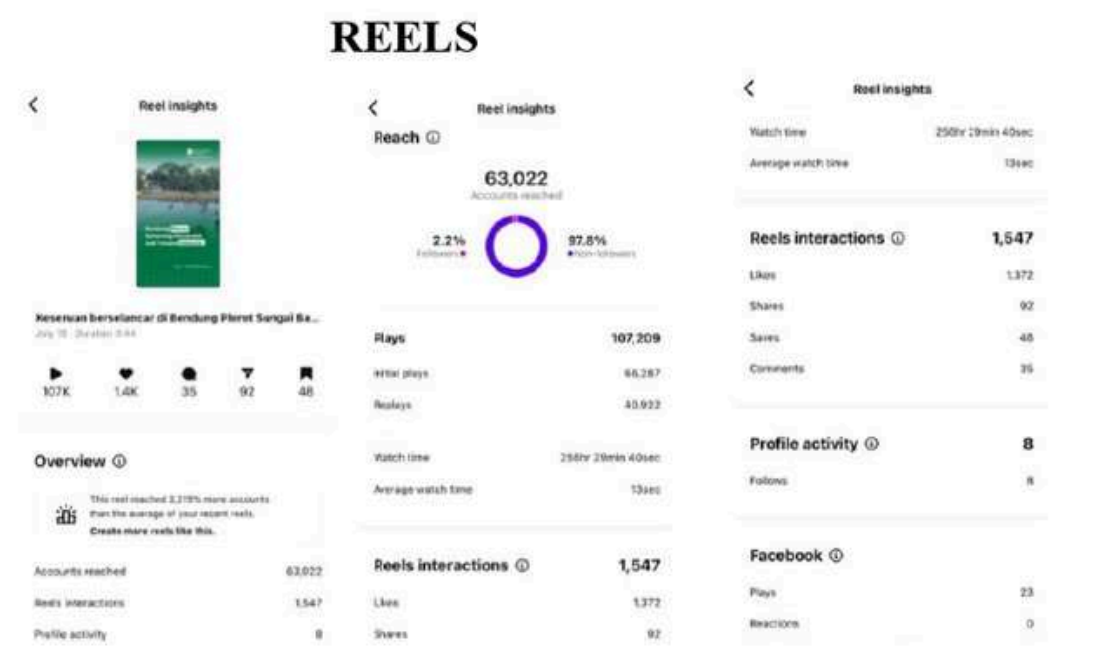
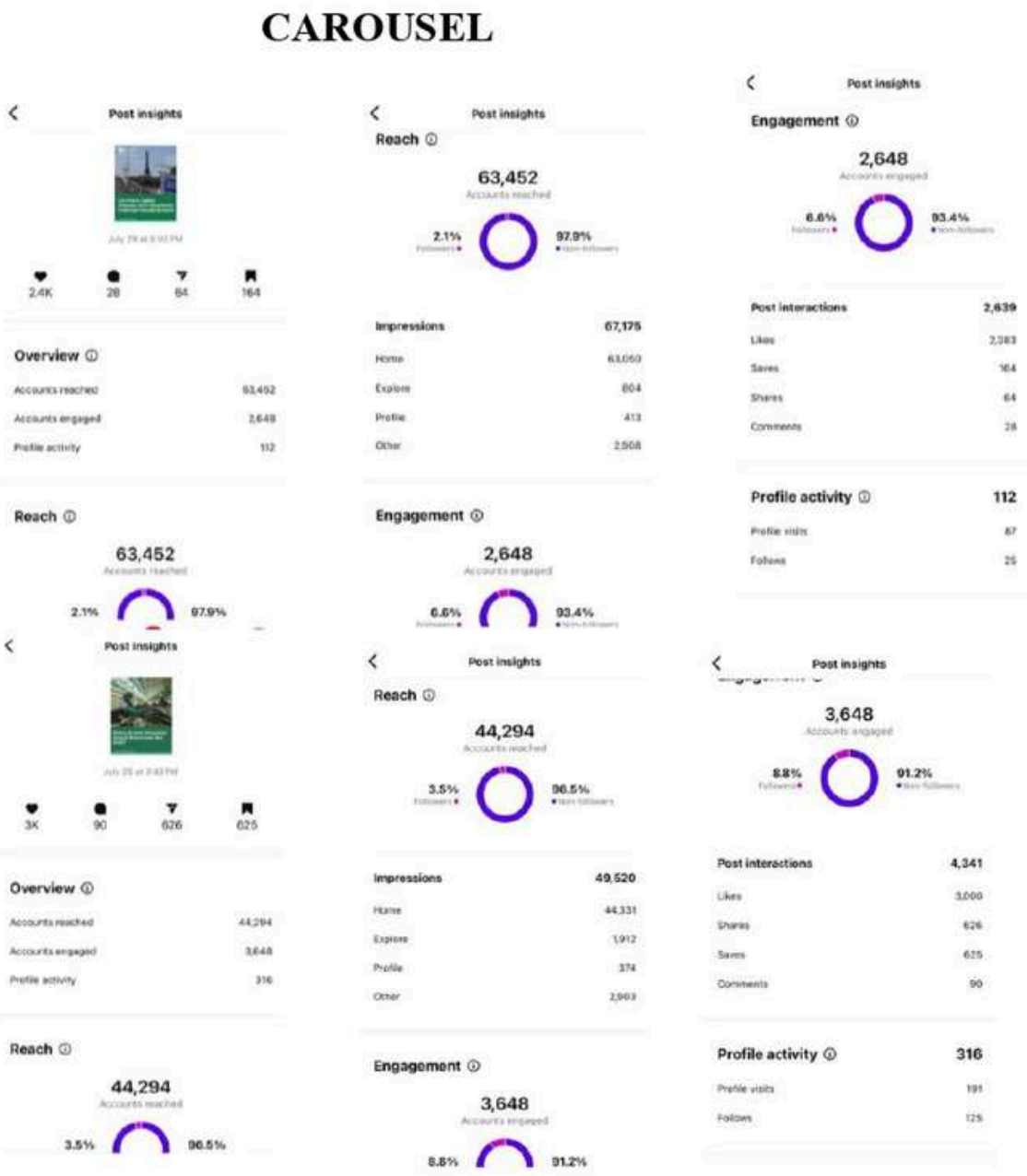




# PORTFOLIO SOCIAL MEDIA OFFICER

I also develop in-depth carousel content by conducting thorough research, ensuring each post is both informative and engaging.

Additionally, I perform basic video editing, particularly cut-to-cut edits, for Instagram Feed and Reels, ensuring a polished and professional presentation. To further enhance audience engagement, I write scripts for Reels content that effectively communicate key topics.





# PORTFOLIO CONTENT WRITER

As Content Writer Media Online, I'm develop compelling article content within the entertainment category, showcasing adept storytelling skills and a keen understanding of audience engagement.

I'm also Collaborate closely with team members to identify and prioritize article topics, ensuring content relevance and alignment with organizational goals.

And the important thing, maintain a consistent tone and style across all written materials, adhering to brand guidelines and editorial standards to enhance brand identity and reader experience.

## Content Writer Media Online





# PORTFOLIO CONTENT WRITER

As Content Writer at Bawah Tanah, I crafted diverse content themes focusing on mining topics for publication on the company website, demonstrating proficiency in conveying technical information to a broader audience.

Compiled entertaining content related to mining industry developments, ensuring engagement and accessibility for readers.

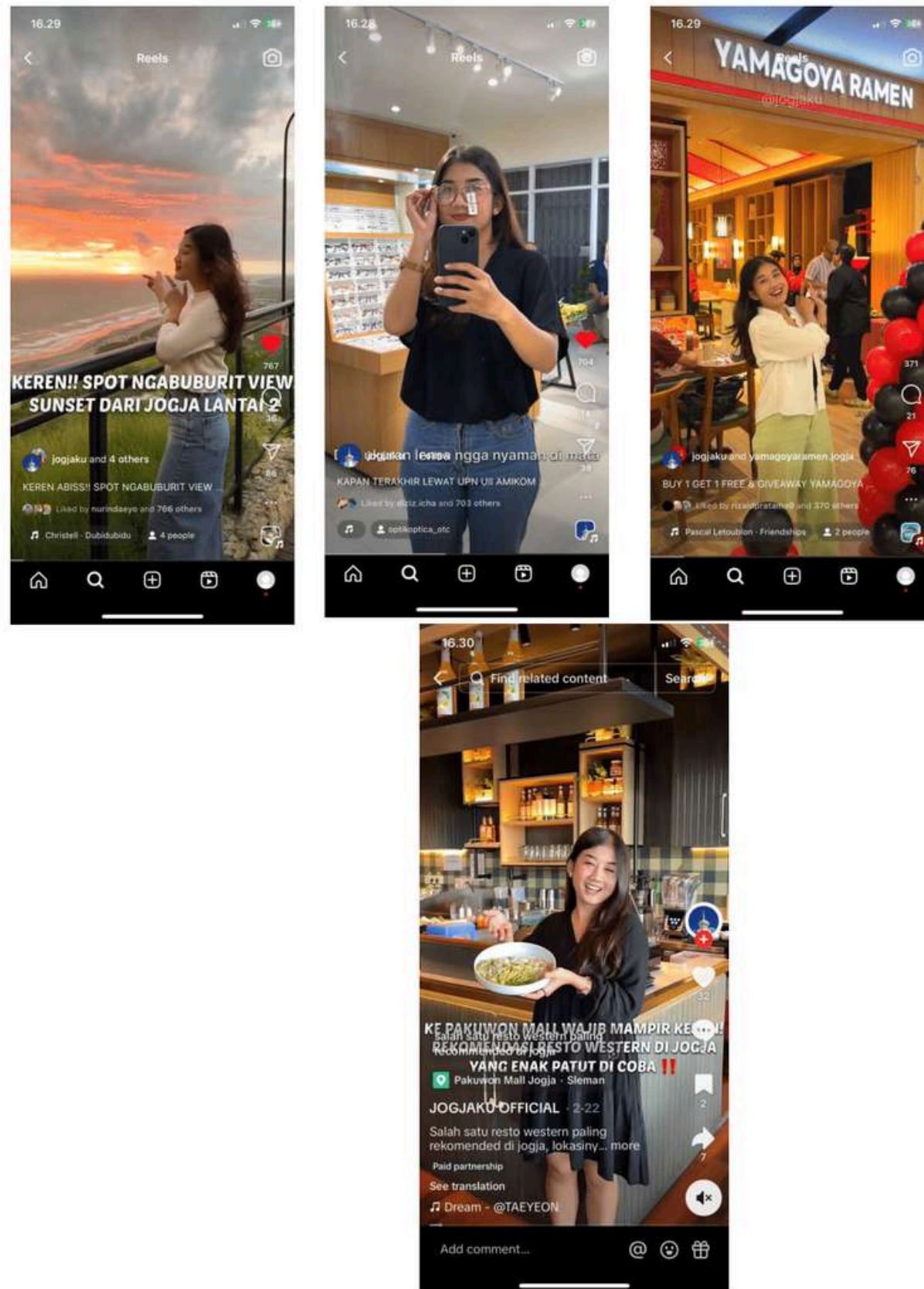
Produced promotional content utilizing both hard and soft selling techniques to effectively market company products and services within the mining sector.

## Content Writer Bawah Tanah





Talent Content Creator  
KOL Specialist



# PORTFOLIO TALENT CONTENT CREATOR | KOL SPECIALIST

Act as the main character in content creation, specializing in reviewing various aspects such as food, locations, and trending topics within the @JOGJAKU team.

Demonstrate expertise in Key Opinion Leader (KOL) strategies, leveraging influence and engagement to amplify content reach and impact.

Collaborate closely with fellow content creators to curate engaging and relevant material, ensuring alignment with the @JOGJAKU brand and audience preferences.

# SKILLS

**Content Writing**

**Research**

**Leadership Skill**

**Public Speaking**

**Time & Task Management**

**Project Management Skill**

**SEO**

**Detailed-Oriented**

**Good Communication**

**Problem Solving**

“The wise warrior avoids the battle” - **Sun Tzu,**  
**The Art of War**

**LET'S  
WORK  
TOGETHER!**

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