

STARTERS

A senior copywriter hailing from Indonesia, armed with over 4 years of copywriting that has left over 50 brands utterly wide-eyed.

SOUP OF THE DAY

Plotting Pro
Deal Maker
Class Clown
Risk Management

MAIN COURSES

Copywriting
SEO Optimization
Brand Guidelines Adherence
Multimedia Storytelling
Competitor Analysis
Market Research
Brand Positioning

CUISINES

English (Fluent)
Indonesia (Native)

HOUSE SPECIALTY

● Copy-Based Brand Strategist

SERIAL · 2023

Decoding a brand's DNA and translate them into stories.

● Freelance Copywriter

EYDEN KREATIF INDONESIA · 2023

Interrogating real parents to write about little ones.

● Freelance Creative Writer

STARTUP CAMPUS · 2022

Just finished my own study and straight ahead to educating others.

● Copywriter

REDWOODS DIGITAL · 2022

Making sure every campaigns swung from vines.

● Copywriter

THE MAPLE MEDIA · 2022

Crafting clickbait that raises eyebrows and heart rates.

● Copywriter

QUALITA COMPANY · 2022

Communicating with the planet and making mother Earth the coolest hangout spot.

● Freelance Copywriter

MAIKA COLLECTIVE STUDIO · 2022

Brought the heat with copy for the Green Future Festival 2022.

● Content Executive

MANDREEL · 2021

Learning Singapore's market to craft daily content article.

● Content Writer Internship

FLOKQ · 2020

Uncovering hidden gems and navigating the Jakarta's quirks.