

FERRY "FREDDY" FAISAL

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SUMMARY

My career started as an english teacher, but the world took me to a whole different career path in TikTok. I started as an entertainment host in UTEN where I learned most of my TikTok algorithm, social media management, e-commerce, project management, team management, and many more. My analytical skills and problem solving skills are tested on a daily basis because live streaming is very liquid and fluctuating with new algorithms, new techniques and many people to collaborate with. I learned how to be an advanced data analytics and excel user, I learned how to work under pressure and time, I learned management and many things within the live streaming industry. Most of my career i spend in TikTok but i believe the experience i gain is for most of the industry available.

EXPERIENCE

- **Geekom Official Indonesia**
-TikTok Manager
April 2024 - Present (4 month)
 - Starting the first live project for Geekom Official Indonesia to be ready for further and longer live sessions.
 - Maintaining, training, and controlling the live session of streamers, content team, and E-Commerce team.
 - Testing and trials new hosts that are joining our company
 - Creating timelines, workflows, and reporting daily
 - Developing business plans and setting up studios to create a better live session and sales.
- **OURTEAM.CLOUD**
-Sales Generation Lead for Dune23.me
October 2023 - May 2024 (7 month)
 - Scouting and Prospecting leads to generate sales.
 - Analyzing past leads to find better prospecting strategies in the future.
 - Updating and maintaining leads on a daily basis
 - Conducting twice a week meeting to find, conclude, and resolve issues of past, current, and next week.
 - Getting, Creating, Analyzing, and presenting weekly leads data through excel.
 - Updating formulas, tables, and dashboard on Monday.Com
- **PT Digital Inovatif Studio**

-TikTok Project Manager

January 2024 - March 2024 (3 month)

- Maintaining team's workflow on a daily basis including schedules, targets, and to-do lists
 - Creating formulas, folders, and files to ease and automate works of team and management
 - Strategizing to reach GMV of 1,000,000,000 IDR Monthly
 - Creating timelines, workflows, and reporting daily
 - Inputting, cleaning, analyzing, and reporting or presenting data daily
 - Developing businesses and plans to reach higher targets and profit.
- **PT SIniFunny Technology Indonesia (Fuya Live or Himi Live)**

-Monitoring

November 2023 – February 2024 (3 month)

- Monitoring the application's streamer to make sure they are up to standard
 - Flagging, tagging, and warn streamers who are not following the rules, regulation, or policy
 - Testing and trials new hosts that are joining our application o Inputting database of hosts and updating daily.
- **PT FLAME MEDIA TRADING**

-OPERATOR/HOSTS SUPERVISOR and TRAINER

July 2023 - October 2023 (4 months)

- Making sure the team goes live on time and fulfilling their KPI's.
 - I scouted and found a new and hot selling product that boosts my team live performance.
 - Conducting a weekly training for all hosts and operators
 - Boosting all hosts and operators' live streaming sales and performance.
 - Crunching with data daily to analyze and present so the team will be able to find mistakes and fix them immediately.
- **PT UPLUS TECHNOLOGY INDONESIA**

-Team Leader

June 2023 - August 2023 (3 months)

- Maintaining a good relationship with the seller/vendor of my subcategory live stream to maximize product and scouting potentials.
 - Making sure the team goes live on time and fulfilling their KPI's.
 - I scouted and found a new and hot selling product that boosts my team live performance.
 - Maximizing the team work through Lark CRM
 - Created an automated excel dashboard to analyze and present to the higher ups on a monthly basis
- **PT UPLUS TECHNOLOGY INDONESIA**
-Trainer
April 2023 August 2023 (5 months)
 - Training operators and hosts to maximize their potential.
 - Report daily of the progress from the trainee. o Responsible for all trainee's data, live stream, and attitude.
 - I was able to train the prospect to the point where they are now independent on reaching their own sales target during livestream.
 - Each of the hosts and operators trained showed significant progress.
 - **PT UPLUS TECHNOLOGY INDONESIA**
-Livestreaming Operator
February 2023 - April 2023 (3 months)
 - Reading, maintaining, and reporting live streaming data.
 - Search daily for products to sell in livestream.
 - Responsible for 90% of activity before, during, and after live stream.
 - Reached a daily sales target of Rp8-15 Juta for a week in GMV during livestream.
 - Reached a peak of Rp30 Juta
 - **PT UPLUS TECHNOLOGY INDONESIA**
-ENTERTAINMENT HOST AND OPERATOR
September 2022 - February 2023 (6 months)
 - Executing daily entertainment live stream in TokTok for the United States Market

- Practicing and create new wording sequences to be used and elevate the live streaming quality.
 - I was able to boost viewers to 5k
- **PT RUANG RAYA INDONESIA**
 - Content Development (SKILL ACADEMY by RUANGGURU)**
 - May 2022 - July 2022 (3 months)
 - Creating a syllabus for the topic inside the skill academy.
 - Creating materials and presentations for the tutor to use in a class.
 - Maintaining and also revise materials up to date.
- **MAJELIS KREATIFITAS HAYAT SCHOOL**
 - ENGLISH TUTOR**
 - April 2020 - May 2022 (2 years 2 months)
 - Tutoring and guiding students on English lesson Online or Offline
 - Creating and maintaining the English syllabus for every semester
 - I manage to create a good relationship with students and their parents/guardians.
- **MAJELIS KREATIFITAS HAYAT SCHOOL**
 - ENGLISH TUTOR**
 - April 2020 - May 2022 (2 years 2 months)
 - Tutoring and guiding students on English lesson Online or Offline
 - Creating and maintaining the English syllabus for every semester
 - 80 students from each class started to grow interest in the English language.
- **MEC INDONESIA**
 - ENGLISH TUTOR**
 - August 2020 - January 2021 (6 months)
 - Tutoring and guiding students with specific needs such as TOEFL and TOEIC Online or Offline.
 - Students who graduated my class was more confident and escalated on their school or career paths

SKILL

- Writing

- CRM
- Social Media
- Lead Generation
- Live Streaming
- Excel and Data

Language

- **English**
(Native or Bilingual)
- **Indonesia**
(Native or Bilingual)