

FERGIE RAHEL YOSEPH

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<https://www.linkedin.com/in/fergierahel/> | Instagram: @fergierahel

SUMMARY

A Social Media Specialist with 2 years of experience. Skilled in managing social media, creating visual content, scheduling publications, and writing content. Proficient in communication, collaboration, time management, and creative thinking. Committed to continuous learning to upgrade skills.

EDUCATION

IISIP (Institut Ilmu Sosial dan Politik) Jakarta

2017 - 2021

Bachelor's Degree in International Relations

- GPA: 3.25/4.00

WORK EXPERIENCE

PT Anughrah Inti Makmur Indonesia

October 2022 - Present

Social Media Specialist

- Managed Evolene's digital platforms, overseeing Instagram (334,000 followers), TikTok (435,900 followers), and YouTube (622,000+ subscribers).
- Created over 10 social media posts weekly to promote products and events.
- Successfully organized events such as EIC (Indonesia's first and largest IFBB competition), product launches, Atlet campaign participation in international competitions, and Pukulan Terkuat di Bumi & Byon Combat Showbiz3.

PT Media Onsu Perkasa

March 2022 - October 2022

Digital Promo, Social Media Officer

- Managed MOP's digital platforms, including Instagram, TikTok, and YouTube, amassing a total of 1,500,000+ followers and 8,349,000+ subscribers.
- Produced more than 5 digital content pieces weekly to promote MOP's programs.
- Led the creative process for promo content from brainstorming, scriptwriting, shooting, to editing using CapCut.
- Successfully orchestrated Betrand Putra Onsu's "It's My First" concert with an attendance of over 3,000 people.

Yayasan Bina Talenta Nusantara

September 2021 - March 2022

Social media & Content Intern

- Authored 5+ website articles weekly covering relevant educational topics.
- Developed Instagram post briefs for Cek Toko Santri's account.
- Scripted training videos encompassing instructions, tutorials, and other educational content.

CERTIFICATES

- Digital Skills: Digital Marketing, published by Accenture, July 2021.
- Digital Skills: Social Media, published by Accenture, July 2021.

TECHNICAL SKILLS

- Content Writing:** Skilled in producing scripts or concepts for Social Media and YouTube content, focusing on topic research, marketing strategy, and target audience.
- Copywriting:** Proficient in persuasive text writing for social media content, advertisements, digital campaigns, and marketing content.
- Social Media:** Proficient in managing social media platforms to enhance engagement, brand awareness, and audience interaction.

ADDITIONAL SKILLS

- Soft Skills:** Collaboration, Communication, Time Management, Problem Solving, Creativity.
- Languages:** Indonesian (Native Speaker), English (Intermediate).
- Software:** Word, Excel, PowerPoint, Docs, Sheets, Slides, Canva, CapCut.

Fergie Rahel

PORTOFOLIO



About me

Educational Background

Certification

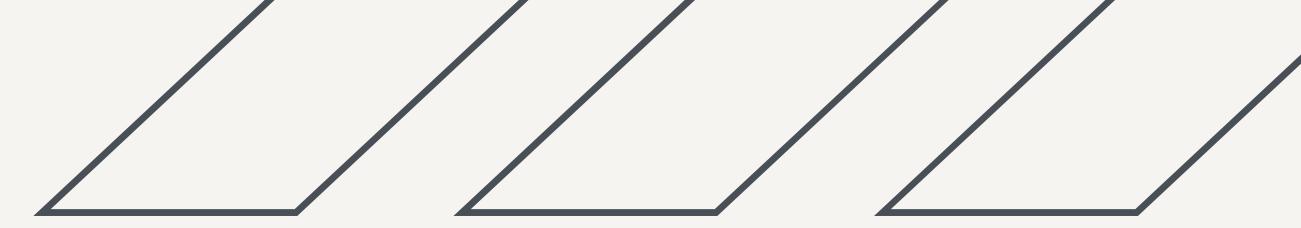
Personal Skills

Work Experience

Portofolio

Contact

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About Me

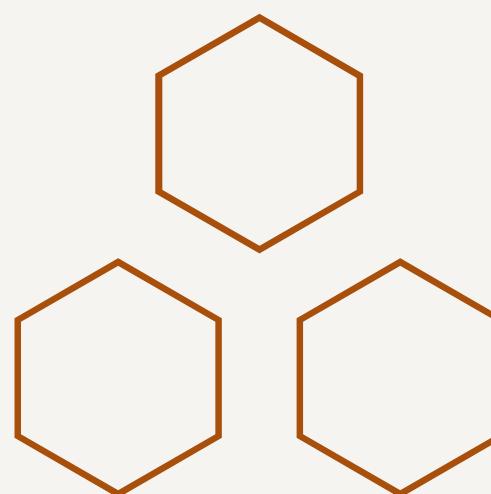
Experienced Social Media Specialist with 2+ years in boosting brand visibility and engagement. Skilled in content strategy, performance analysis, and digital campaigns. Seeking new opportunities to bring creativity and expertise to a dynamic team.



Educational **BACKGROUND**

**IISIP (Institut Ilmu
Sosial dan Ilmu Politik)
Jakarta 2017 - 2021**

*A Bachelor Degree graduate from majoring in
International Realtions
GPA 3.25/4.00*



E-Course CERTIFICATE



Certificate of Achievement

Fergie Rahel Yoseph

has completed the following course:

Digital Skills: Digital Marketing
Accenture

Digital marketing is seen as a key tool in growing a business. This course explored what digital marketing means, why it is important and looked at some digital marketing strategies including display advertising, pay per click advertising and search engine optimisation. The digital marketing strategy components were explained including the importance of balancing and integrating different digital marketing strategies and how companies can target customers.

2 weeks, 2 hours per week

Camilla Drejer
Director of UKI Corporate Citizenship
Accenture

accenture



Certificate of Achievement

Fergie Rahel Yoseph

has completed the following course:

Digital Skills: Social Media
Accenture

This course explored why social media is so important for businesses today and how it can be used to establish and build brand presence. It outlined the key steps involved in promoting a brand through social media, including setting and tracking campaign objectives. Other topics covered included how to identify your target audience and the right channels, how to create engaging content, and how to manage your presence online.

2 weeks, 1 hour per week

Camilla Drejer
Director of UKI Corporate Citizenship
Accenture

accenture

PERSONAL SKILL



Content Writing

Mostly presented before an audience,

Script Writing

Mostly presented before an audience,

Social Media Management

Mostly presented before an audience,

Copywriting

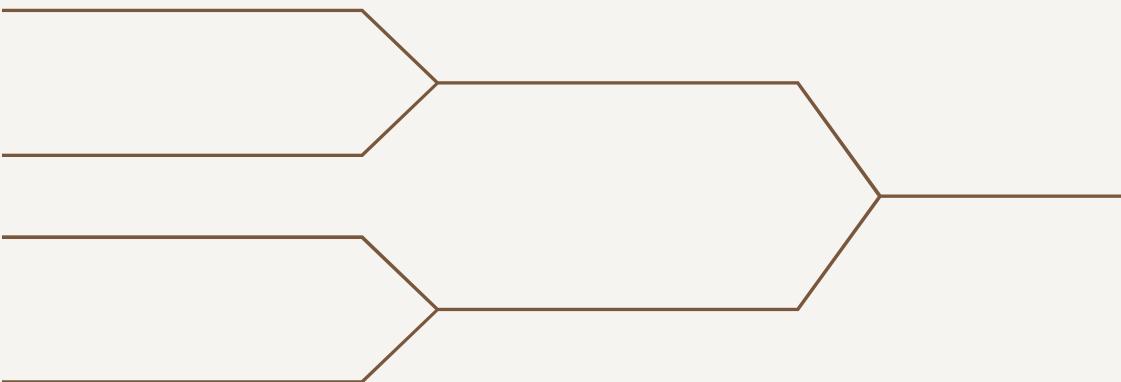
Mostly presented before an audience,

Report & Analysis

Mostly presented before an audience,

Work

EXPERIENCE



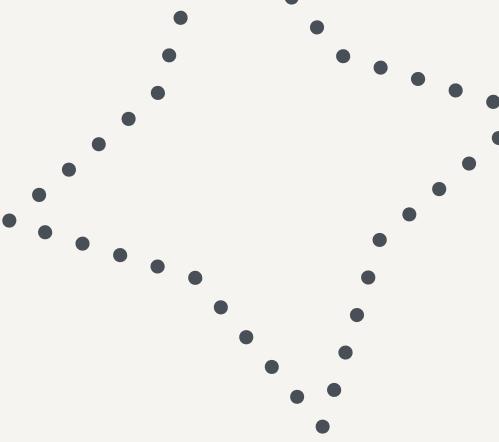
Social Media Specialist
Evolene Official & Herwell



Digital Promo
Media Onsu Perkasa

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EVOLENE



Evolene official (evoleneofficial) • 4.826 posts • 342K followers • 1 following

Evolene
Product/service
INTERNATIONAL STANDARD WITH LAB TEST
TOP BRAND AWARD 2022, 2023
LABDOOR TESTED
REKOR MURI 2023 ... more
evolene.co.id/link-bio

INSTAGRAM

- Create content design brief for design team
- Create content video script for production team
- Interact with followers by Instagram story, dm, or comment
- Scheduling content posting on every platform
- Weekly and Campaign report
- Create campaign depends on brand's necessity: product launching, competition, EIC, or athlete introduction
- Editing video for instagram story content

evolene_official (evolene_official) • 5 Following • 451.8K Followers • 10.9M Likes
TOP BRAND 2022, 2023
LABDOOR
[ORDER/CO KLIK LINK DIBAWAH](#)
evolene.co.id/link-bio

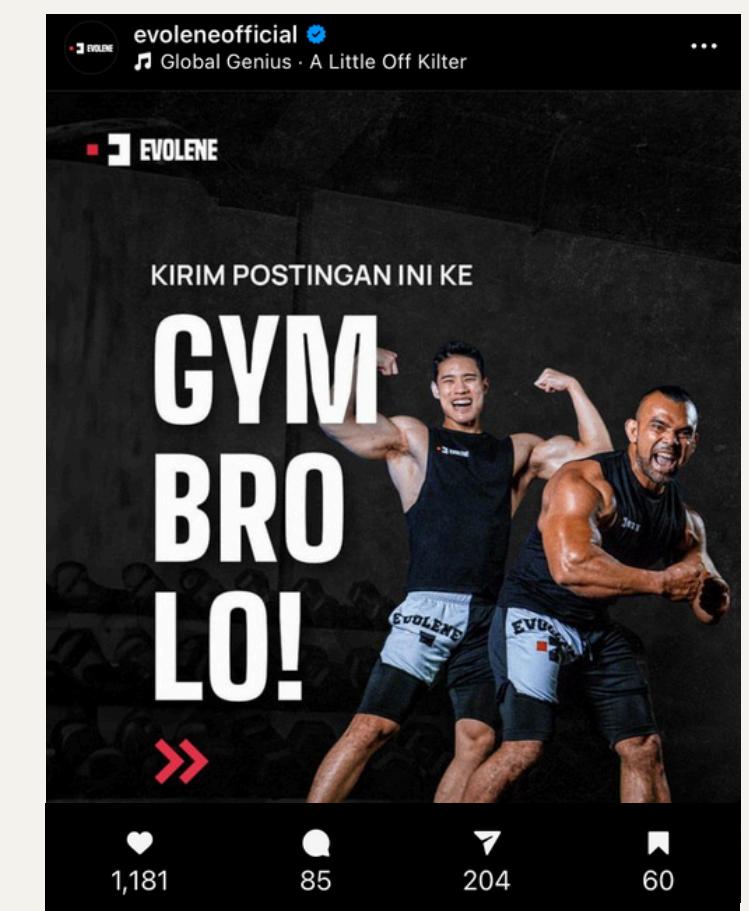
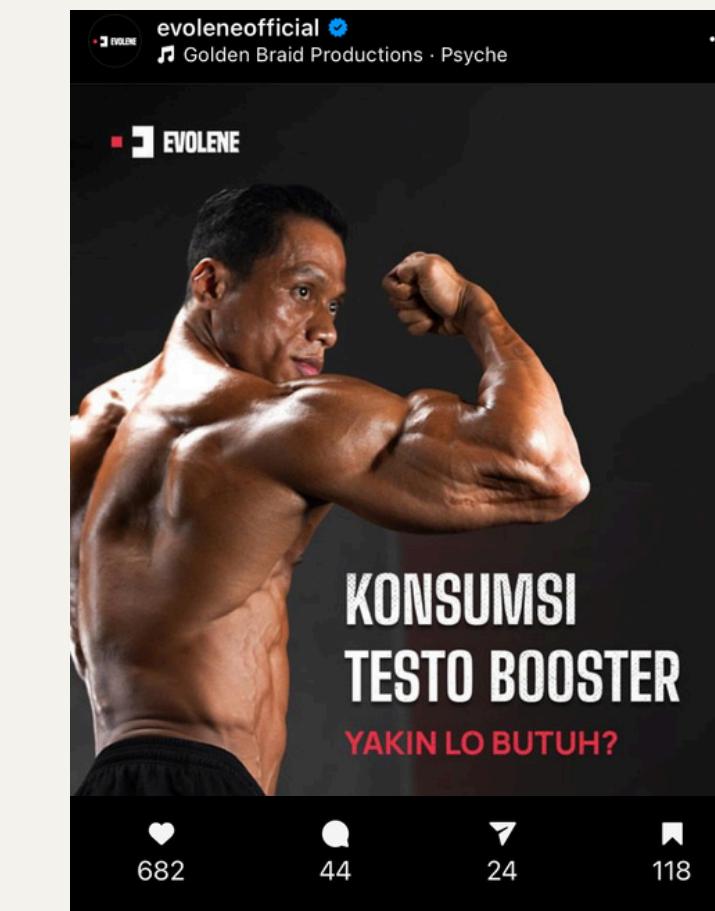
TIKTOK

About: We are going to built you to be fit!
That's My Evolution!
Channel details:
www.youtube.com/@evolene_official
680K subscribers
1,043 videos
280,599,835 views
Joined Nov 1, 2018
Indonesia
[Share channel](#)

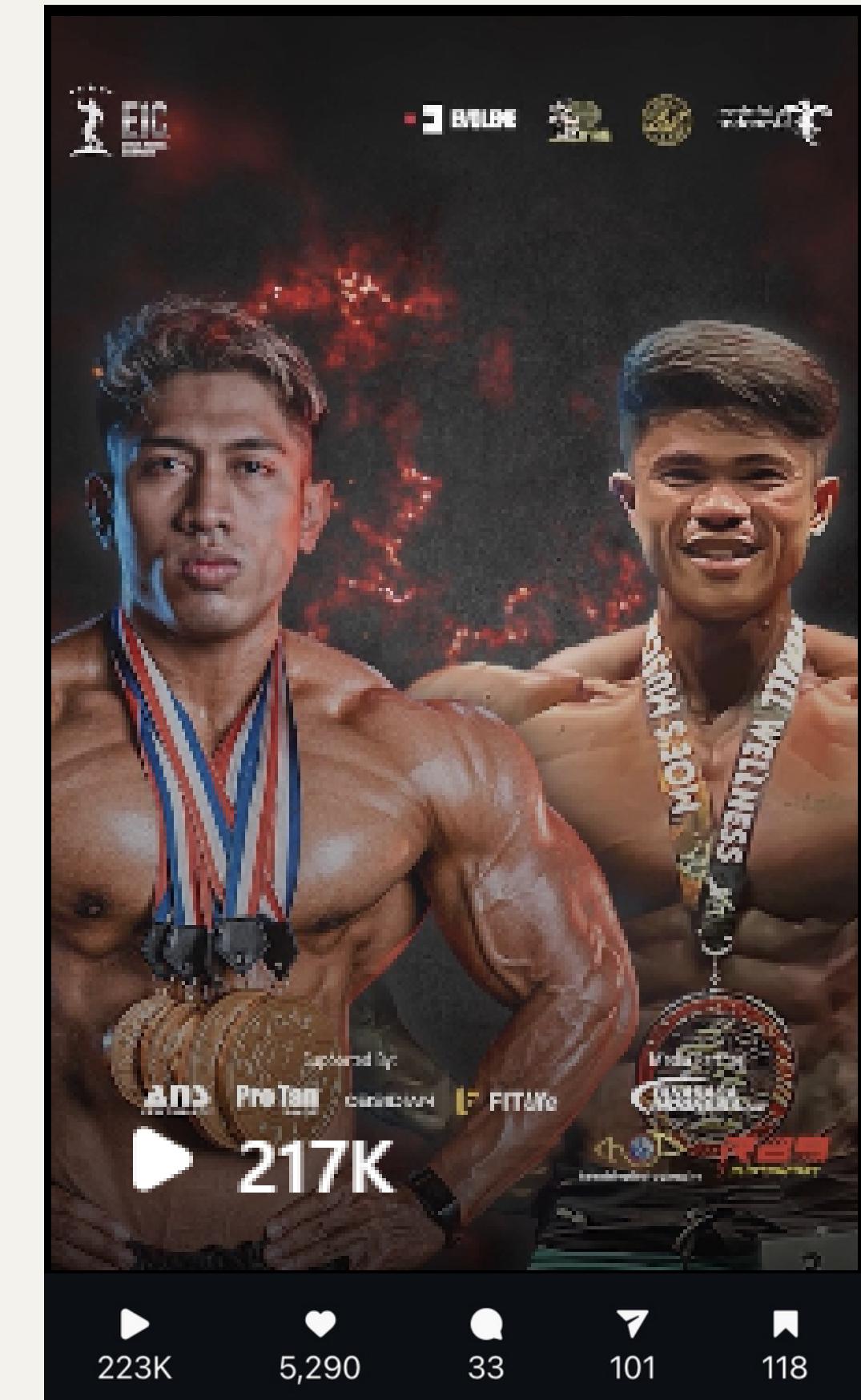
YOUTUBE

Instagram Feeds

Daily Content



Daily Content



Instagram Reels

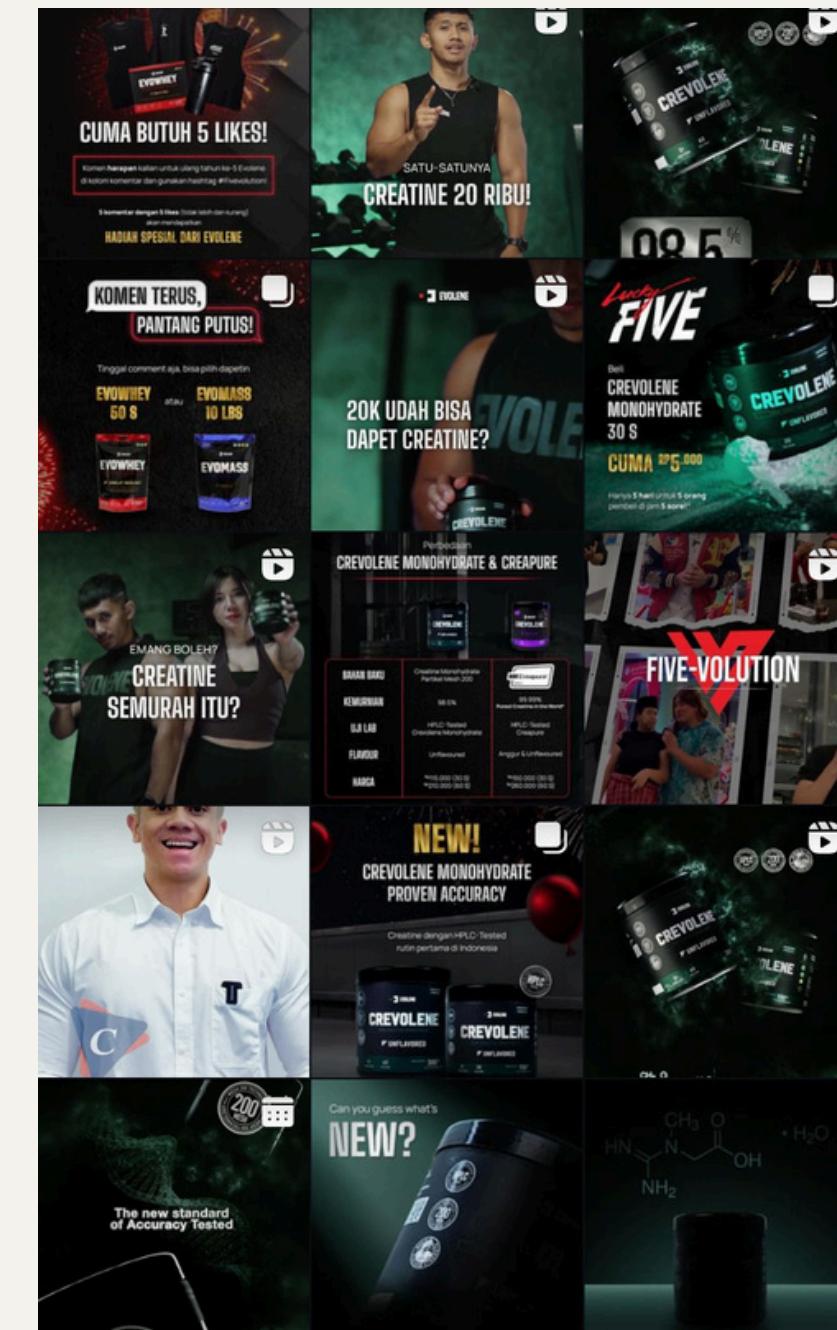
Campaign Content



Crevolene Creapure
2023

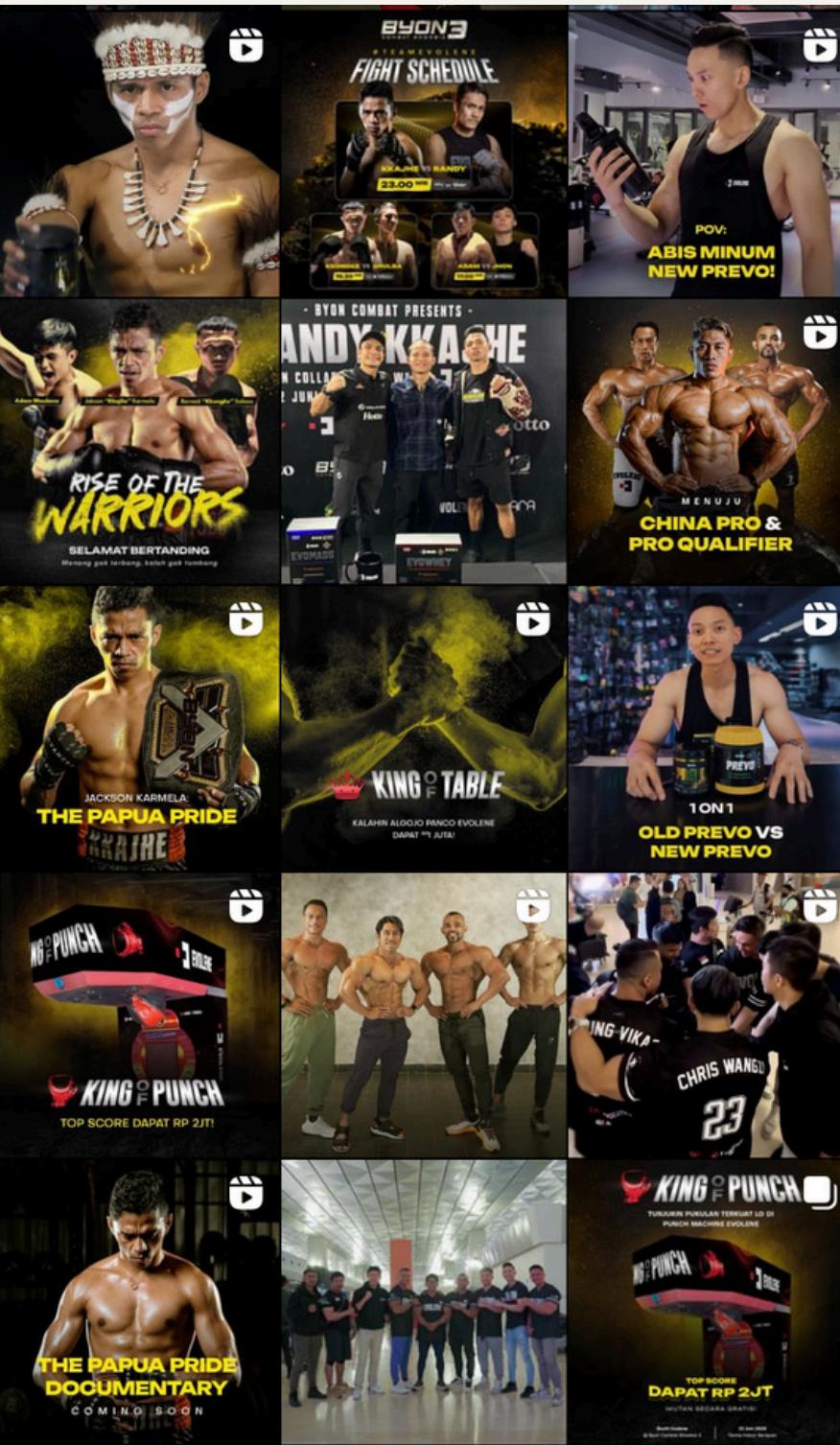


Evolution Program
2023



Birthday + Crevolene
Monohydrate
2024

Special Campaign Content

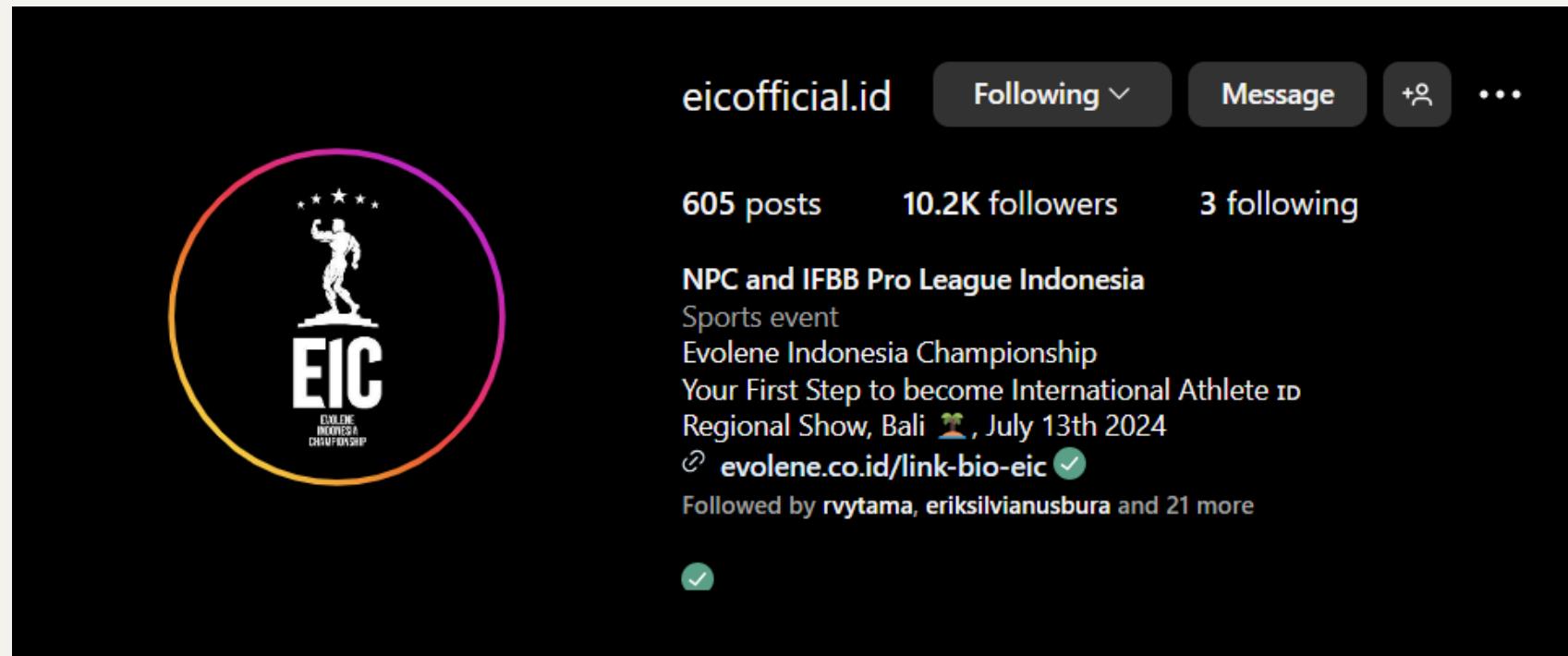


Offline Activation -
Byon Combat 3
2024



#RiseoftheWarriors
2024

Evolene ANNUAL EVENT

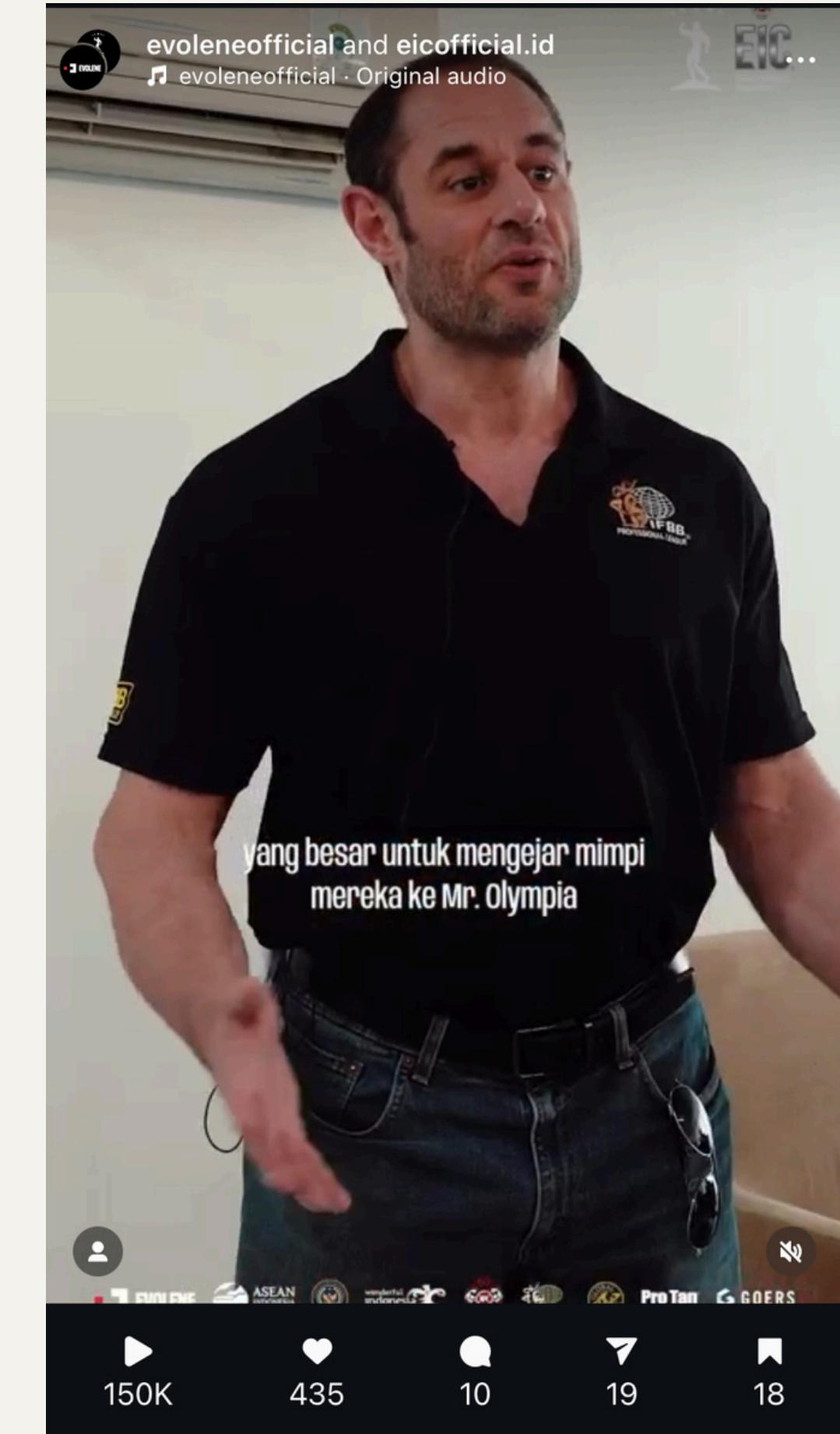
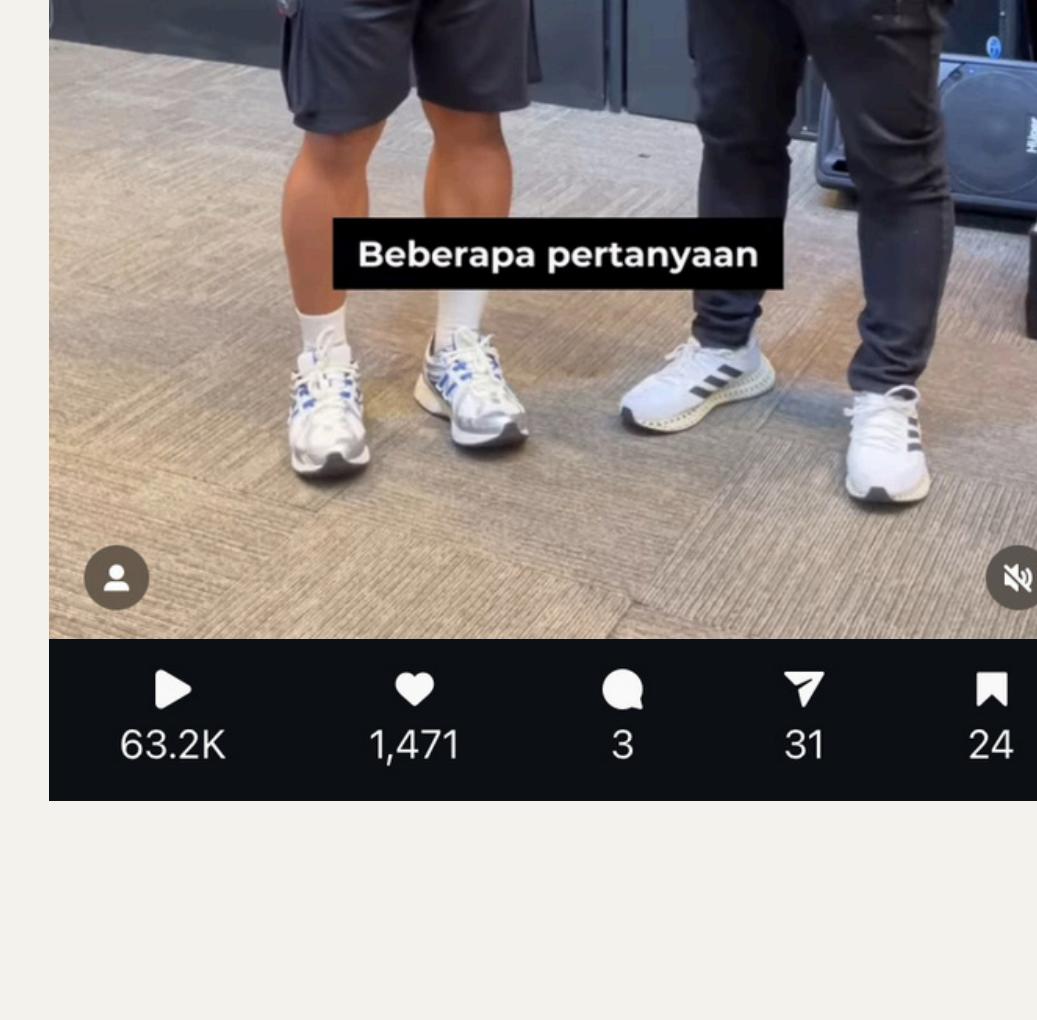


First and biggest NPC IFBB Pro League Competition in Indonesia which have vision to creating 1,000 Indonesian Athlete goes and become international athlete.

This competition is also NPC Regional show and first step to fitness & bodybuilding athlete who wants to compete in Olympia stage.

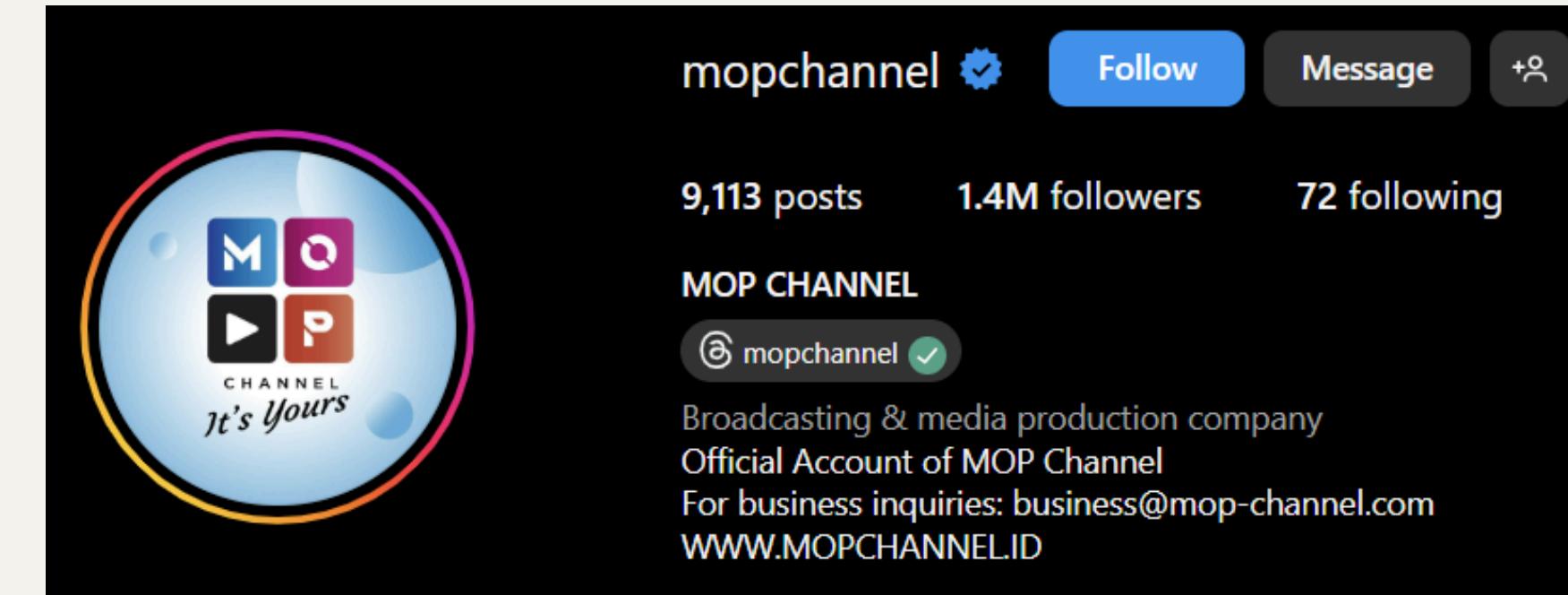
- *Handling EIC 2023 & 2024 instagram account*
- *Creating feeds and reels content about EIC*
- *Live report EIC on Instagram story (EIC & Evolene)*
- *Scheduling and captioning the uploaded contents.*
- *Creating report*

C O N T E N T S



MOP

MEDIA ONSU PERKASA Digital Promo - Social Media Officer

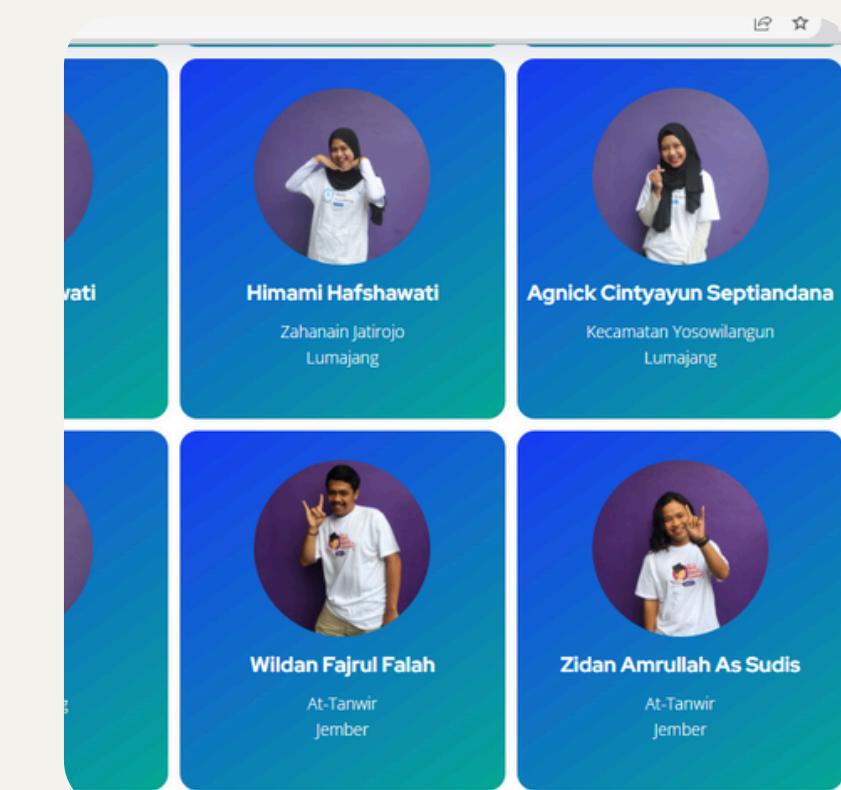


- In charge of monthly content plan
- In charge of promo's contents for MOP Channel's program. Including brainstorming, creating, and editing for Instagram Reels, Story, and TikTok
- In charge of MOP Channel social media's post. Include creating captions for Instagram and TikTok
- In Charge of live comment on MOP Channel's live programs, such as Cuap Cuap and Live Kakak Beradik Podcast
- In charge of TikTok's trend content for MOP Channel's program promo and become a talent for TikTok videos
- Had successfully provide promo for MOP Channel's program
- In charge of engage with MOP Channel's audiences on Instagram, TikTok, and Youtube. Including making pin comments on Youtube and replying comments on every platform of MOP Channel
- Had successfully following the shooting process for MOP Channel's programs and taking stock shoot or greeting for promo necessity

NUSA ACADEMY & CEKTOKOSANTRI

- **Nusa Academy Writer**

1. Writing articles about digital marketing and ecommerce
2. Writing news about Nusa Academy's training
3. Updating santri's profile
4. Using Google Analytics to create website's report
5. Creating scripts for learning videos



NUSA ACADEMY & CEKTOKOSANTRI

- **CekTokoSantri Social Media**

In care of CekTokoSantri's
Intagram contents. This role
include creating:

1. Content plan
2. Content brief
3. Content design
4. Content Metrics and Report

October 2021 - February 2022



Connect
WITH ME



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fergie.rahel@gmail.com

[fergierahel](#)

Cawang III, Jakarta Timur, Jakarta, Indonesia

Thank you

Let's make amazing things happen together. I can't wait to hear from you.

