

# Curriculum Vitae

## JESICHA FAJARI HERDIANTO



I'm Jesicha, i have experience as Customer Support IT with over 2 years experience in the Technology Company. I'm also an digital marketing, trainer and content creator. I really loves make content about lifestyle. i make video productions and editing by my self.

### CONTACT

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- Jesicha\_fh
- Jember - Jawa Timur

### SKILLS

- Customer Relationship Management (CRM)
- Strategic Planning
- Public Speaking
- Analytical Skills
- Strategic Communication
- Ms. Office ( Word, Excel Power Point)
- Product Data Management (PDM)
- Warehouse Management System (WMS)
- Video Editing & Copywriting
- SEO

### SOFT SKILLS

- Leadership
- Creativity
- Digital Marketing
- Communication

### PERSONAL DATA

Place / Date of Birth : Jember, June 24th, 2000  
Gender : Female  
Height : 160 Cm  
Weight : 60 Kg  
Religion : Moeslim  
Nationality : Indonesia

### EDUCATION

**Universitas Teknologi Yogyakarta  
(2018-2022)**

Level : Bachelor Degree  
Field of Study : Information Systems  
GPA : 3.53

### EXPERIENCE

#### **PT. Gama Informatika Customer Support IT August 2022 – August 2024**

- Supervise, provide solutions, customer direction both internally and externally.
- Handle complaints from user and build good relationships with customers
- Understand the products/services managed both technically, non-technically
- Explain the advantages and disadvantages of the company's products
- Become a trainer both internally and externally to introduce/provide direction to the company's products.
- Manage administration such as recording activities and attendance.
- Trouble shooting software

#### **Digital Marketing September 2023 – August 2024**

- Maintain social media cloudcare
- Execute all digital marketing, including SEO/SEM, marketing database, email, and social media
- Collaborate with internal teams to create landing pages and optimize user experience and Collaborate with other vendor partners ex : Clinic
- Identify trends and insights, and optimize spend and performance based on healthy in Indonesia
- Create content calendar that contains ideas and good copy writing

#### **PT. Sinergi Digital Solusindo | Project WMS Pertamina Lubricants Trainer**

##### **Februari 2022 – October 2023**

- Explain WMS ( Warehouse Management Systems ) to user in Pertamina Lubricants.
- Evaluating and documenting process in warehouse
- Organizing supplies and resources for training to admin, checker, dan forklift
- Attending meetings for user
- Responsible for training end-users on how to use the software application effectively to manage operations.
- Document customer interactions, including issues, inquiries, and resolutions, to help track customer needs and identify trends or areas for improvement.
- Maintanance GI and GR Transaction in warehouse

#### **Freelance Content Creator**

##### **August 2019 – Present**

- Create content “review” collaboration with brand
- Edit photos and videos
- Develop creative and unique content to promote the company's products
- Analyze content performance data, such as number of views, number of visitors, and engagement rate to determine the success of a content campaign.
- Live with brand | Streamer host in Hos Of Shopaholic, Noera Skincare, Zymuno in any platform ex : Tiktok, Shopee, Lazada