



INDI SAFITRI

Copywriter / Market
Research / Reporter

ABOUT

A creative enthusiast who is always willing to learn new things. Skilled in writing and editing, market and customer research, segmentation research, competitors research, and product listing management.

PERSONAL INFORMATION

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🌐 <https://www.linkedin.com/in/indisafitri68/>
📷 <https://www.instagram.com/indisav/?hl=en>
📍 Depok, West Java, Indonesia

PORTFOLIO LINK

<https://wonderlandel.wordpress.com/2021/12/12/my-portfolio-2/>

LANGUAGE

- English
- Bahasa Indonesia

EDUCATIONAL HISTORY

Bakrie University

Bachelor of Marketing
Communication | 2020 - 2022

- GPA: 3.67
- During these 2 years of study, I have created a digital branding and marketing strategy for a brand called Tanam Sehat as my midterm exams project and also for a mental health service brand that my team project created for the final exam. The digital branding and marketing strategy includes brand persona, SEO, campaign, and social media content.
- Studied Digital Branding and Marketing, Marketing of Public Relations, Corporate Social Responsibility, Ethnography and Consumer Insights, etc.

State Polytechnic of Jakarta

Associate Degree of
Journalism | 2016 - 2019

- GPA: 3.64
- 2017 PPA (Peningkatan Prestasi Akademik) Scholarship (Merit-based scholarship from State Polytechnic of Jakarta to cover the monthly fee in 2017).
- Studied Mass Media Management, News Writing and Editing, Features Writing, Opinion and Editorial Writing, etc.

SKILLS

- Google Spreadsheet
- Microsoft Office
- Writing and Editing
- Content Writing
- Copywriting
- News Writing
- Market and Consumer Research
- Product Research
- Competitor Research
- Photography
- Adobe InDesign
- Adobe Illustrator
- Wacom Tablet

WORK EXPERIENCES

Copywriter Product

PT Satou Bentala Buana
Feb 2022 - June 2022

- Writing, proofreading editing, and complementing data specification of products according to the client's request on the e-commerce platform by conducting data research from some sources
- Complementing 2.000 products specification
- Assist in creating, updating, and optimizing product listings on eBay
- Being an e-commerce specialist by organizing the category of each product on eBay

Market/Consumer Research

PT Arya Noble - Skinproof
May 2021 - Feb 2022

- Conducting thorough segmentation/demography research to support a new branch of Riserva (Erha's Premium Beauty Clinic) establishment
- Conducting thorough market research of competitors
- Monitoring and analyzing news about beauty treatments and products
- Collecting and creating all the research results and respondent data into reports based on certain beauty product research
- Arrange a schedule for the editorial weekly meeting and market research meeting
- Writing a weekly newsletter in an interesting, informative, and creative way
- Published 42 weekly newsletters and 42 weekly beauty products updates from May 2021 to Feb 2022

Reporter Intern

Okezone.com of MnC Group
Nov 2018 - Feb 2019

- Published 102 works in three months, including hard news, soft news, and articles
- Search and collect news material that occurs abroad then write it with Okezone.com's writing style
- Covering news, especially news from embassies, foreign ministries, and international events on certain issues
- Writing news from the results of coverage.