

YURI ARDHI WICAKSONO

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To: Recruitment Division – Human Resources Department

Dear Sir or Madam,

Having known that your company is looking for staff, I wish to apply as a candidate for this position. I am confident that I can be a perfect fit for the position with the 12+ years of experience in the communications industry.

My last position as Social Media and Community Manager at DuitPintar.com requires me to always stay on my toes to create relevance with the company's customers through digital assets. Combined with 7+ years of experience in monitoring and analytics, I bring to the table a unique capability to always swiftly adjust contents and use the best channel to engage the customers.

I would love for an interview with you to have a further discussion on how I can contribute to your company. Thank you for your attention and I am looking forward to hearing good news from you. If you have any question, please do not hesitate to contact me.

Regards,



Yuri Ardhi Wicaksono

Social Media & Community Manager

November 2015 – Present DUIPINTAR.COM

- Implements social media and community strategy
- Content creation of communication materials for social media and community
- Engage in dialogue and monitor customer issues in social media and online community forums
- Implements and manages social media and community campaigns
- Develops and implements social media and community promotion strategies

Social Media & CRM Manager

April 2015 – October 2015 FOODPANDA

Social Media:

- Content curation and managing the company's social media, including Facebook, Twitter and Instagram
- Creating new activation ideas to bring corporate's awareness
- Defining Social Media Strategies and giving support regarding best practices and new approach to engage customers

CRM:

- Managing and directing the company's Push Notification and In App
- Managing and directing the company's Newsletter
- Creating online vouchers for promo
- Implementing deals for new and existing vendors

Social Media Manager

November 2014 – April 2015 TOOLBAR

- Developing the plan and the parameters for the corporate social media strategy
- Ensuring accounts are updated on a daily basis and that messaging is timely and relevant
- Identifies and reports on social media trends
- Promoting social media activities
- Actively engage in the industry to promote corporate messaging and increase brand awareness

Head of Media Analyst

August 2012 – October 2014 AWESOMETRICS

- Creating and producing new creative and innovative products
- Determining and accommodating consumers demand, competitors mapping and brand knowledge
- Ensuring the deliverables from daily, weekly, monthly reports or periodic reports
- Multi-analysis in conventional media and social media
- Give recommendation and solution for clients
- Performing quality control (QC) of media analysts' products

Media Analyst Coordinator

March 2011 – August 2012 **TRENDREADER**

- In-depth analysis for clients
- Delivering key messages of news
- Coordinating work flow of media analysts
- Building media relation with clients, newspapers, journalists and other public relation firms
- Providing weekly, monthly, quarterly and annual report

Media Monitoring Officer

September 2007 – March 2011 **MAVERICK**

- Media monitoring and analysis of media for several corporate clients
- Providing public relation and advertising value
- Building media relation with clients, newspapers, journalists and other public relation firms
- Providing summary and monthly report analysis for clients
- Calculating news coverage of the month, charts and tables

Reporter

August 2006 – January 2007 **THE POINT**

- Attending press conferences, court sessions, council meetings and other scheduled public events
- Interviewing the people involved in news stories
- Writing news stories from notes taken to tight deadlines
- Gathers and verifies factual information regarding story through interview, observation, and research

Complaint Handling & Validation

March 2005 – March 2006 **TELKOMSEL**

- Validation registrations for new simPATIzone members
- Complain handling for simPATIzone members, such as bulletin matter, quizzes, address corrections, etc.
- Building and maintaining media relations with external parties, including newspapers, electronic media and content providers
- As part of team of simPATIzone events & sponsorship, such as -- Glenn Friedly Tour, Cinta Silver road show, Panen Poin Telkomsel and simPATIzone Ambassador -- by teaming-up with vendors, event organizers and other sponsors

Personal Details	<p>Name: Yuri Ardhi Wicaksono</p> <p>Place, Date of Birth: Jakarta, June 19, 1980</p> <p>Status: Married</p> <p>Facebook: Yuri Ardhi Wicaksono</p> <p>Twitter: yuriwicaksono</p> <p>Instagram: yuriwicaksono</p> <p>Linkedin: Yuri Ardhi Wicaksono</p> <p>Blog: yuriwicaksono.wordpress.com</p> <p>Skype: yuri.wicaksono</p>
Educational Profile	<ul style="list-style-type: none"> ➤ Bachelor Degree, majoring in International Relation from University of Prof. Dr. Moestopo (Beragama), Jakarta ➤ Graduated advanced level from LB LIA English Course, Slipi – Jakarta