Personal Information

Full Name
Febriyana (Febri)

Birth place/date
Cilacap – Februari, 26th 1989

Gender
Woman

Nationality
Indonesian (WNI)

Address
Jl. Kebon Nanas Utara No. 39, RT 011 RW 07. Cipinang Cempedak.
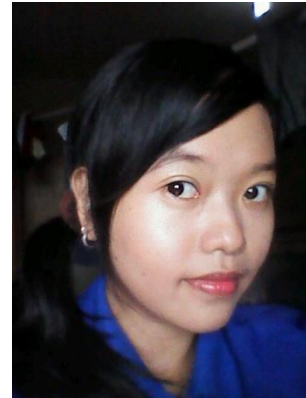East Jakarta – Indonesia 13340

Mobile Number
+62 852 1001 3944

Mail & Social Media
Email – febzlicious1@gmail.com
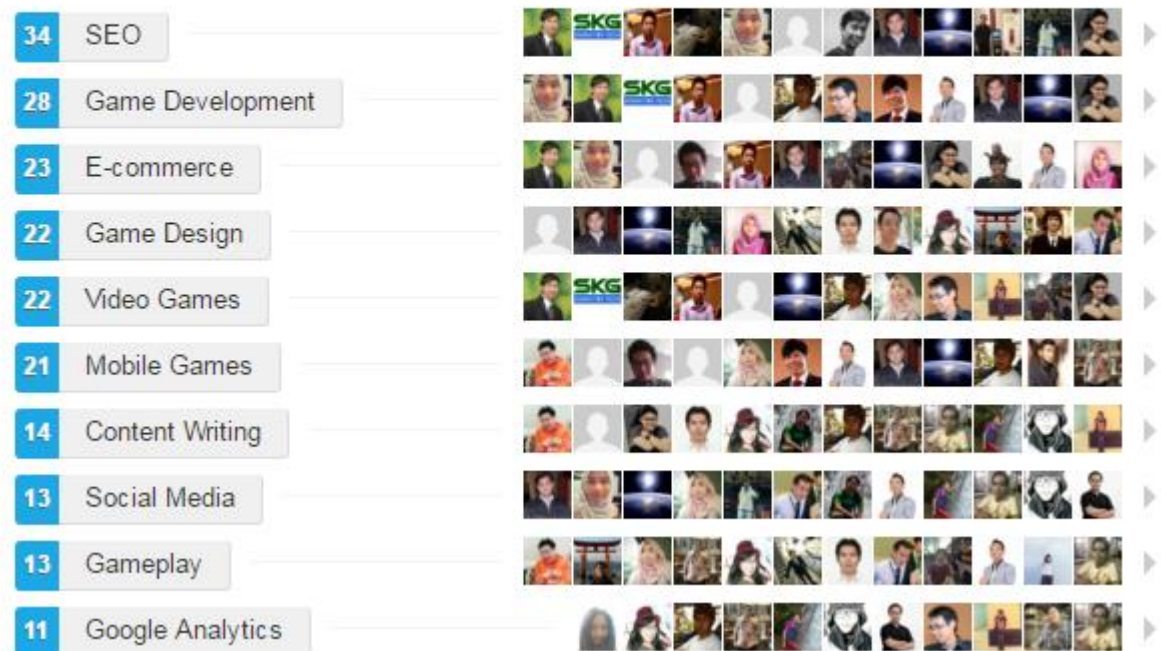LinkedIn - id.linkedin.com/in/febzlicious/

Education Background

- SMEA. Cahaya Sakti (Graduate in 2007)   : Majoring in Office Administration
- STMIK. Triguna (Graduate in 2014)   : Bachelor of Computer Science (S.Kom)

Work Experience

Period	Position	Company
Mei 2016 – present	SEO Specialist	PT. Bukalapak.com
Jan 2014 – August 2015	Localization Manager (ID)	Gamevil SEA
Feb 2013 – August 2013	Game Producer	TheMobileGamer
May 2011 – Jan 2013	SEO Specialist	KlikToday Indonesia
Jan 2010 – April 2011	SEO Specialist	PT. Mindreach Consulting
Jan 2009 – Dec 2009	Product Engineer	PT. Malacca eLab

Skills & Endorsements

Top Skills

34	SEO
28	Game Development
23	E-commerce
22	Game Design
22	Video Games
21	Mobile Games
14	Content Writing
13	Social Media
13	Gameplay
11	Google Analytics

Skill's description:

- ➢ IT & Game Development
  - o Project Management,
  - o Time Planning,
  - o Monitoring,
  - o Motivating & Supervising,
  - o Game Tester,
  - o Research & Analysis,
  - o Event & Content,
  - o Community Management,
  - o Game Content Localization.
- ➢ SEO
  - o Planning and Implementing SEO Structures, Keyword Research, Analytics, Performance Report
- ➢ Social Media
  - o Planning and schedule social media events
  - o Answer Question from user through social media
  - o Using different social media and tools to spread words about events / branding
- ➢ Operating System (Win Xp, Win 7, Linux)
- ➢ Programming (Basic C++, VB 6.0,VB.Net, PHP, MySql, HTML)
- ➢ Microsoft Office (Word, Excel, Access, Power Point)
- ➢ Multimedia (Adobe Photoshop, Flash MX, Google Sketch Up)
- ➢ Content Writing

Portofolio Related to Game Industry

1. **Game Localization (Translation) I handled at Gamevil:**

Dragon Blaze (RPG)

Zenonia S (Action RPG)

Dungeon Link (Puzzle RPG)

Kritika Mobile (Action RPG)

Darkness Reborn (RPG)

Elune Saga (Strategy RPG)

Monster Warlord (TCG Adventure)

Others:

Fantasy Warlord (TCG);

Spirit Stones (Puzzle RPG);

Summoners' War.

2. Mobile games I managed as Game Producer :

a. Alqina Academy (Trivia Game) **- http://bit.ly/AlqinaAcademy**

Alqina Academy is a trivia game with magical school themed that available in mobile game platform KotaGames. The purpose of this game is to make a unique trivia game that not only entertain but also educated players. The content (questions and answers) in Alqina Academy will increase as long as there is a people who maintain it.

My role and jobs in Alqina Academy:
- Directly involved in pre-production development (game play design, UI design, scheduling development, assist and monitoring project development, test prototype, prepare beta test, prepare official launch)

- Manage post-production development (monitoring game and user, managing player's community through fan page, game balancing, event planning, weekly game's revenue reporting, manage and update game's contents)

b. <u>Demon Hunter (RPG game)</u> - **http://bit.ly/KG-DemonHunter**
Demon Hunter is a RPG mobile game in KotaGames platform. This game has lots of loyal players. Although in Demon Hunter, I don't officially involve in pre-production development. I was able to learn the behavior on user in this game. I can say that this game is a good-simple mobile games that attracts lots of loyal player.

My role and jobs in Demon Hunter:
- Manage post-production development (monitoring game and user, managing player's community through fan page, game balancing, event planning, weekly game's revenue reporting, manage and update game's content)

c. <u>Aye! Captain</u> - **http://bit.ly/Aye-Captain**
Aye! Captain is a RPG game with pirate theme. Player's role as a captain and Gather crew to be the most fearful pirates.

My role and jobs in Aye! Captain:

- Directly involved in pre-production development (game play design, UI design, scheduling development, assist and monitoring project development, test prototype, prepare beta test, prepare official launch)

3. Games articles I wrote

◦ [5 Amazing Features That Players Love from Tree Of Savior 1st CBT](mmosite) : 1st Close Beta Test – Tree of Savior review article.

◦ [The Secret Behind Nicknames](game8indo) : An article about nicknames, what is exactly nicknames means. Why nicknames is important to internet users and especially gamers.

◦ [HP 15-P230AX: Powerful Notebook for Multimedia and Gaming Lovers] A Review article about AMD Powered Notebook.

Digital Marketing Portofolio

4. SEO websites I managed
a. http://www.qualitytechnic.com/
   i. Main Keywords : Sewa AC, Rental AC
   ii. Targeting : google.co.id

b. http://www.qualitypower.co.id/
   i. Main Keywords : Sewa Genset, Rental Genset
   ii. Targeting : google.co.id

c. http://www.kliktoday.com/ (closed)
   i. Main Keywords : Diskon, Voucher, Deal
   ii. Targeting : google.co.id

d. http://www.amd-id.com/
   i. Main Keywords : AMD Indonesia
   ii. Targeting : google.co.id

e. http://digitec-watch.com/
   i. Main Keywords : digitec watch, jam tangan digital
   ii. Targeting : google.co.id

5. Social Media fan page I managed
a. http://www.facebook.com/AMDINDO
b. http://www.facebook.com/GameLevelOne
c. https://www.facebook.com/AlqinaAcademy
d. https://www.facebook.com/8elements