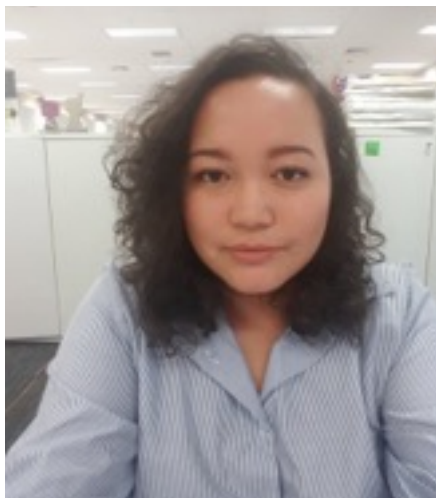


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# AI SYAH H. ZAE LANI

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**Address:** Taman Semanan Indah Blok G1/12A,  
Semanan, Kalideres, Jakarta 11850, INDONESIA

**Phone:** +62 813 1102 6565

**Email:** [aisyah.zaelani@gmail.com](mailto:aisyah.zaelani@gmail.com)

**Skype:** aisyah.hamid

**Born in:** Jakarta, 26 June 1987

**Nationality:** Indonesian

**Marital Status:** Single

## PROFILE

Seven years experience in developing and executing marketing strategies with focus in digital marketing and social media and four years leadership experience. Hands on in developing and executing 360 marketing campaign for nine international fashion shoe brands and e-commerce, as well as digital marketing strategy for FMCG brands. Has the unique ability to understand the ongoing market scenario and customers trends using exceptional marketing communication skills:

- Data analysis and strategy formulation: strong analytical thinking and strategic views.
- Decisive and creative: capable of delivering creative and quick solutions to the given marketing challenges.
- Extensive work with all sources of media channels (offline and online).

## EXPERIENCE

MANAGING PARTNER, FROYO STORY DIGITAL AGENCY - 2016-PRESENT

I build the system in day-to-day operations work flow and create a more efficient and culture aligned agency. I work closely with the account, strategy, creative, and IT team to provide the top notch supports for our clients. I am also heavy in running large pitches and new business opportunity, ensuring optimum productivity and success.

MARKETING MANAGER, PT. MITRA ADIPERKASA - 2013-2016

Designed annual marketing plan for all nine brands in Fashion Footwear Division to achieve the organisational goals and monitored the implementation of marketing strategies, both online and offline. Led a team of graphic designers, visual

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# AISYAH H. ZAELANI

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merchandiser, social media specialist, PR executives, and promotion coordinator. Worked closely with the merchandiser and brand managers, suppliers, media, KOLs, as well as the brand principals. Was responsible for E-commerce and CRM. (Brands: Linea, Nine West, Steve Madden, Staccato, Birkenstock, Dr. Martens, Camper, Palladium, and TOMS).

## SOCIAL MEDIA STRATEGIST, PT BUBU KREASI PERDANA – 2012-2013

Developed and executed social media content and campaign strategy for three Unilever brands (Citra, Sunlight, Royco), and 1 baby food brand (Promina). Worked closely with creative division to create an exceptional visual content and campaign experience. Generated analytical reports for clients and recommendations.

## RESEARCH ASSISTANT, BINUS BUSINESS SCHOOL – 2011-2012

Assisted and co-wrote with lecturers and professors writing research papers and case studies for teaching materials. Contributed in achieving the university's target to be the largest case clearing house in Indonesia.

## MARKETING SERVICES & COPYWRITER, FREELANCE – 2010-2012

Media and client relation for Jakarta Broadway Team, contributor for My Jakarta column at The Jakarta Globe, website content writer for a few clients, music event organizer for a few clients, and content development for Harpoen (mobile app start up).

## GRADUATE TRAINEE MARKETING, PT. HM SAMPOERNA – 2009-2010

Acted as Brand Executive for brand "A" (A Mild, Avolution, A Flava), covering trade marketing implementation, event monitoring, 1-on-1 marketing implementation, and advertising.

## WEBSITE PROJECT MANAGER, PT GRHA INDISPORTS – 2009

Developed the website sitemap and content strategy for [www.ligapendidikanindnesia.com](http://www.ligapendidikanindnesia.com). Led a team of website designer, programmer, and content contributors.

## EDUCATION

### BINUS BUSINESS SCHOOL – MASTER, 2012

Major: Creative Marketing. GPA: 3.60

### BINUS UNIVERSITY – BACHELOR, 2009

Major: Business Management/International Marketing. GPA: 3.40

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# AI SYAH H. ZAELANI

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## AWARDS & CERTIFICATIONS

HARVARD MANAGE MENTOR, LEADERSHIP MANAGEMENT CERTIFICATE  
PT Mitra Adiperkasa, Jakarta, 2015

GLOBAL WINNER, DIGITAL MARKETING ACADEMIC CHALLENGE  
Marketing Agencies Association Worldwide (MAAW), Rio De Janeiro, 2011

## SKILLS

### COMPUTER AND SOFTWARE

Microsoft Office, iWork, Facebook Ads, Google Ads, MailChimp, Google Analytics, Trello, Hootsuite, Sprout Social, Media Monitoring Tools.

### LANGUAGES

Indonesian (native), English (fluent, IELTS 700), German (basic, B1.3)

### SOFT SKILLS

Communication, presentation, negotiation, leadership, e-commerce strategy, social media marketing, digital marketing, campaign management, project management.