

Curriculum Vitae

Name : Ray Rahendra
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Contact and Social Media Account

Facebook :
<https://www.facebook.com/rahendraray>

Twitter :
https://www.twitter.com/rayhendra_

Blog :

- www.rahendraray.blogspot.com
- www.provokatrok.wordpress.com

LinkedIn: :
<http://bit.ly/RayLinkedIn>

Working Experience on Digital

- **Influencer Strategic fo Regional Creative Campaign HOOQ Project (Iris Worldwide)**
Responsible for making strategy for influencer in 4 country (Indonesia, India, Philippines, Thailand), including making a persona, doing influencer research on each country and also a plan on how to execute it. (*Freelance*)
- **Digital Implementer di PopMedia** (September 2015 – March 2016)
Responsible for deciding which social media to use for campaign activity that will held by brand. Here, my responsibility is:
 - Making strategic planning on social media and digital
 - Deciding tools, strategy and channel to use for brand campaign
 - Making media planning
 - Analyst data and content
 - Audit brand on digital
 - Collaborate with creative team on how to making an engaging and effective content and how to implement the concept.

Brand: Bear Brand, Mirai Ocha, Kool n' Go, LaFonte Pronto, JetZ, Cheetos, Loacker, MyTea, Mountea, O-Mayo Saos Cocol, etc. *(Fulltime)*

- **Social Media & Creative di Pop Cult** (September 2014 – September 2015)

Responsible for providing content and maintain social media for brand. My job is including:

- Making a social media and digital strategy
- Making monthly report
- Community management
- Making competitor review
- Optimize content and creative
- Doing creative brief
- brand audit on digital
- Analyst content
- Campaign monitoring
- Buzzer management

Brand: Bear Brand, Mirai Ocha, Kool n' Go, LaFonte Pronto, JetZ, Cheetos, Loacker, MyTea, Mountea, O-Mayo Saos Cocol, etc. *(Fulltime)*

- **Social Media Specialist & Content di Timezone Indonesia** (July 2014 – now)

Responsible for:

- Providing content
- Making and suggesting activity on social media
- Content strategy and content marketing
- Do the live report (on event)
- Maintaining community management on Timezone's Social Media (FB, Twitter, Line, IG, Kakaotalk, Mig.me). *(freelance)*

- **Social Media & Content di EHEF (European Higher Education Fair)** (October 2014 – November 2015)

Responsible for:

- Do the content strategy and content marketing
- Providing an engaging and interactive content
- Community Management
- Making monthly report
- Making creative material for social media post. *(freelance)*

- **Social Media Strategist di Woolu Aksarama Maya** (April 2014 – September 2014)

Working as Social Media Strategist at Moco, a startup from Wooly Aksara Maya. At here, im making engaging content and creative idea + material, learning SEO to optimizing content, learning Content Marketing and making strategy to gaining new user. *(Fulltime)*

- **Social Media & Content di Lancome Indonesia** (September 2014 – November 2014)

Responsible on providing content and creative material for Lancome's social media and also making a social media strategic, also maintenance their social media, reporting and analytic data. *(Freelance)*

- **Social Media & Content Strategist di AEE (American Education Expo) 2014** (September 2014)

Responsible on how to providing an engaging and interactive content + inviting audience to come to AEE yearly event. Beside making a content, I also maintain AEE social media, including reporting, analytic content, making creative material, etc.
(freelance)

- **Social Media Specialist di Proman Energy Drink di Twitter** (June 2013 – December 2014)
For more than a year, im providing an engaging content for Proman Energy Drink social media. (Freelance)
- **Social Media Specialist dan Content Writer at TukarPosisi.com** (February 2014 – June 2014)
Providing content for social media and also content for their website. Also maintain TukarPosisi.com social media. (facebook dan twitter). (Freelance)
- **Social Media Admin & Content Writer at Amaris Hotel** (February 2014 – June 2014)
Making and providing an engaging content for Amaris Hotel social media, including weekly reporting, social media strategy and creative material. (Freelance)
- **Closed Social Media Manager at iDea.or.id** (February 2014 – May 2014)
At iDea.or.id, my job was curated article from every related website that talk about e-commerce and post it on iDea.or.id private social media at Yamer. (Freelance)
- **Community Manager at Salt Digital Agency** (November 2013 – April 2014)
Working as a team on social media field to taking some big campaign as a fulltimer. Having responsible for providing content for social media, daily reporting, live reporting, and creative material.

Other Working Experience

- **Announcer and Producer at DCS Fm Madiun** (December 2011 – October 2013)
Before working at digital field, I was working at DCS Radio at Madiun as announcer. Beside working as announcer, I also making a script for daily info, and as a producer for Ramadhan radio play.

Skills

Social Media

- Digital audit and analyst data.
- Providing an engaging content on Social Media and website.
- Monitoring and maintaining social media.
- Create weekly/monthly reporting on advance level.
- Creating creative concept for digital and social media campaign.
- Basic level on content marketing, performance marketing, SEO and guerilla marketing (still and always learning).
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Application

- Adobe Photoshop
- Adobe Illustrator
- Ms. Office