

L i n t a n g P r a m u d i t o

SOCIAL MEDIA SPECIALIST & COPYWRITER

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EXPERIENCE

March 2024- Present

Copywriter & Content Planner – PT Renjana Sinergi Indonesia

Developed and executed effective content strategies for Instagram, achieving a 30% increase in engagement rates by delivering tailored and impactful messaging. Crafted captivating captions, headlines, and ad copies that aligned with specific campaign objectives and resonated with diverse target audiences. Collaborated closely with designers to create cohesive and visually appealing content, ensuring consistency in brand messaging across all platforms.

September 2024 - Present

Social Media Admin – PT Renjana Sinergi Indonesia

Managed and optimized Instagram accounts to enhance brand presence and engagement. Responsibilities included planning and scheduling visually appealing and engaging posts, writing compelling captions aligned with the brand's tone, and monitoring audience interactions. Conducted hashtag research and trend analysis to maximize content reach and relevance. Engaged with followers through comments, direct messages, and story features to foster community growth and customer satisfaction.

October 2024- Desember 2024

Social Media Specialist – PT Sinergi Inovasi Tekno

Strategically developed and executed Instagram campaigns to increase brand visibility, follower growth, and audience engagement. Designed and implemented content calendars to ensure consistent and cohesive posting schedules. Crafted high-quality, visually appealing posts, captions, and Stories tailored to the platform's audience and brand identity. Conducted in-depth hashtag research and performance analysis to optimize content reach and engagement. Monitored and analyzed Instagram insights to assess campaign performance and inform data-driven decisions for future strategies.

September 2024- Present

Copywriter & Social Media Admin – PT Selaras Rasakoe Indonesia

As a Copywriter and Social Media Admin, I developed and implemented high-impact content strategies for Instagram, driving a 30% increase in engagement within six months. I excelled in creating persuasive captions, headlines, and ad copies tailored to diverse target audiences, ensuring alignment with campaign objectives and brand voice. Managed the end-to-end process of social media administration, including scheduling posts, monitoring engagement, and analyzing performance using tools like Hootsuite and Instagram Insights. Enhanced audience interaction and brand presence by consistently delivering content optimized for trends and user preferences.

Januari 2025- Present

Copywriter – PT Gatrac Mitra Sejahtera

As a Copywriter at PT Gatrac Mitra Sejahtera, I crafted engaging and persuasive content across various platforms to enhance brand visibility and customer engagement. Developed tailored copy for marketing campaigns, including advertisements, brochures, websites, and social media, ensuring alignment with the company's objectives and target audience. Collaborated closely with the marketing and design teams to conceptualize and execute impactful campaigns that drove customer interest and sales. Leveraged audience insights and market research to create compelling messaging that resonated with diverse customer segments.

November 2024- Desember 2024

Search Engine Optimization Copywriter – PT Bintang Terbarukan Indonesia

As an SEO Copywriter at PT Bintang Terbarukan Indonesia, I specialized in creating optimized and high-ranking content to improve website visibility and drive organic traffic. Developed SEO-focused articles, blog posts, and web copy using strategic keyword research and on-page optimization techniques. Collaborated with digital marketing teams to align content strategies with SEO goals, ensuring top-tier performance in search engine results. Monitored and analyzed website performance metrics using tools like Google Analytics and SEMrush, implementing improvements to enhance search rankings and user engagement.

November 2024- Present

Copywriter – PT Cermat Solusindo

As a Copywriter at PT Cermat Solusindo, I specialize in creating informative and engaging content focused on taxation topics to educate and support clients in understanding complex tax regulations. Developed tailored copy for articles, blogs, social media posts, and marketing campaigns, ensuring clarity and compliance with applicable tax laws. Collaborated with tax consultants and subject-matter experts to produce accurate and valuable content that addressed the specific needs of individual and corporate taxpayers. Focused on breaking down intricate taxation concepts into digestible formats to increase audience understanding and engagement.

September 2024- Desember 2024

Social Media Admin – PT Mitra Lestari Bumi Abadi

As a Social Media Admin at PT Mitra Lestari Bumi Abadi, I managed and optimized the company's social media presence across multiple platforms, ensuring consistent branding and audience engagement. Developed and scheduled compelling content, including posts, graphics, and videos, to support marketing campaigns and enhance follower interaction. Monitored audience behavior and engagement metrics using tools such as Meta Business Suite and Hootsuite to identify trends and refine strategies, resulting in a 20% increase in follower growth during the campaign period. Responded promptly to inquiries and comments to foster a strong connection with the online community and build brand loyalty.

EDUCATION

August 2022- Present

Universitas Jenderal Soedirman – Administrasi Publik

SKILLS

Content Creation
Social Media Strategy

Analytics and Reporting
Trend Awareness

Time Management
Collaboration