

Listiya Manggiasih

✉ listiya.manggiasih@gmail.com

SUMMARY

For me, working is part of my journey to find and fulfilled my life. I like to explore new things, and then my eyes fell in love with digital and social media world; today, it's my playground. In addition, I also have interest to learn about integrated marketing communication, brand strategy & communication. Let's meet :)

Current Specialties: Digital communication strategy; Social media strategy & management; Digital analysis & measurement; Digital content writing.

SKILLS

- Digital Communication Strategy
- Social Media Measurement
- Social Networking
- Social Media Management
- Digital Research
- Digital Content Writing

EXPERIENCE

BUBU

06 / 2014 - Present

Social Media Strategist

- Making social media strategy and campaigns (always on and idea)
- Manage implementation the social media strategy & campaigns for clients brand on daily basis, with Social Media Officer.
- Daily duties include online advocacy, monitoring brand performance and competitor, community-outreach efforts, measurements and analysis.
- Developing and maintain engagement awareness through various brand social media channel.

Portfolio: Unilever Indonesia,

ThoughtBuzz

12 / 2013 - 06 / 2014

Social Media Analyst (Freelance)

- Monitoring several products from automotive industry for Indonesian market in the various digital and social media platform (Facebook, Twitter, news, forums, etc)
- Analyze the data (buzz/mentions) and sentiment of the brand
- Produce an insightful weekly report about the brand and the competitors

Portfolio: Toyota

Mahaka Media

02 / 2014 - 04 / 2014

Research & Development

- making analysis & review related new products and current trends
- monitoring and reporting social media projects and competitors
- keep eyes open related update information social media campaign and digital trends
- gaining any insight based on the data given by any analytic tool-set
- collecting data and put in a business context to produce insight and business solution.

Portfolio: Nirwana Lestari; Mahaka magazine; Mahaka Media unit business.

Mahaka Media

04 / 2013 - 01 / 2014

Online Marketing Specialist

- Digital Strategy and communication,

- Analyze and measurement digital campaign,
- Monitoring social media management,
- Online content writing,
- Social media ads.

Portfolio: Kalbe Farma; Pacific Food Indonesia; Konimex; Nirwana Lestari; Lion Indonesia.

Panorama Leisure (PT Panorama Sentrawisata Tbk)

04 / 2012 - 03 / 2013

Promotion & Circulation

- Managing circulation for digital product.
- Managing company website content.
- Managing social media account.
- Planning promotion.
- Managing good relation with other media.
- Integrated promotion concept.

Portfolio: Panorama travel magazine

PT. Asaba Computer Centre

12 / 2011 - 03 / 2012

IT Service Desk

- Handling and managed complaint from customer in The Netherlands.
- To support the information technology infrastructure for its customers in The Netherlands.

Biogene Plantation

06 / 2010 - 11 / 2011

General Affair

- Handling front office service • Handling of incoming and outgoing letters and other documents including copying and distribution in hard and soft copy format • Managing office administration and office general logistics inclusive car and driver arrangement • Purchasing activities • Office management and office equipment maintenance • Visitor and guest facility arrangement • Perform any other duties assigned by the immediate supervisor

EDUCATION

Universitas Gadjah Mada (UGM)

2004 - 2009

Bachelor's Degree , Animal Sciences

Talking English Club - Social Economic Students Community.

INTERESTS

Digital Trend; Digital Analyst; Social Media; Networking; Book; Movies: Culinary Tourism:

ASSOCIATIONS

Bike To Work, Ikatan Sarjana Peternakan Indonesia (ISPI), Keluarga Alumni Gadjah Mada (Kagama)

LANGUAGES

- English (Professional working proficiency)