



## PORTOFOLIO

# Teddy Sunanto

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**RICH CONTENT & IMAGE EDITOR**

Hallo!

I am a professional in the e-commerce industry with over 9 years of experience. For 7 years, I served as an Image Editor, honing my skills in image editing to enhance product visual appeal. Subsequently, I spent nearly 3 years as a Rich Content Specialist, crafting engaging product descriptions and implementing SEO strategies to boost visibility. Additionally, I concurrently wrote blog articles alongside my role as a Rich Content Specialist, demonstrating strong multitasking abilities and time management skills.

This portfolio showcases some of my work, reflecting my skills and dedication. Thank you for taking the time to explore my projects. Feel free to reach out if you'd like to discuss further!

# Core Skills

- **Content Writing :**

- Proficient in producing various informative and engaging written content, ranging from product descriptions to blog articles.
- Skilled in conducting research, structuring clear and concise written content, and optimizing content for SEO.



- **Supporting Skills :**

- Graphic Design: Proficient in Adobe Photoshop to create visual designs that complement written content.
- Video Editing: Able to edit simple videos to create more dynamic content.
- Basic Web Development: Understands HTML and CSS to make adjustments to website appearance.

# Project Showcase

## • ASUS E210KA Product Description

### • Writing Objective :

To write an engaging and informative product description for the ASUS E210KA laptop, focusing on its key features and benefits for users who need a lightweight and powerful laptop for studying and working.

### • Challenges :

- Similar products: Many laptops with similar specifications on the market.
- Technical language: Converting technical specifications into language easily understood by the general consumer.

### • Solutions :

- Focus on benefits: Emphasizing the benefits of features such as lightweight, long battery life, and performance sufficient for everyday tasks.
- Use simple language: Using language that is easily understood by the target audience.

### • Results :

The writing is more engaging, comprehensive, and easy to understand.

[click here](#)

Memory  
Selengkapnya

8 GB DDR4 on board

Deskripsi

**ASUS E210KA, Performa Andal dalam Desain Kompak**

ASUS Vivobook Go 12 E210KA adalah laptop yang dirancang untuk memberikan performa andal dalam desain yang kompak dan ringan. Ditenagai oleh prosesor Intel® Celeron® N4500 dan grafis Intel® UHD, laptop ini mampu menangani tugas sehari-hari dengan mudah, mulai dari browsing internet hingga menjalankan aplikasi produktivitas. Dengan memori 8 GB DDR4 dan penyimpanan 128 GB M.2 NVMe™ PCIe® 3.0 SSD, ASUS E210KA menawarkan kecepatan dan responsivitas yang luar biasa, memastikan Anda dapat bekerja dan belajar tanpa hambatan. Layarnya yang berukuran 11.6 inci dengan resolusi HD (1366 x 768) dan rasio aspek 16:9 memberikan tampilan yang jernih dan tajam, sementara teknologi anti-glare membantu mengurangi pantulan cahaya, sehingga nyaman digunakan dalam berbagai kondisi pencahayaan. Dengan bobot hanya 1.05 kg, laptop ini sangat portabel dan mudah dibawa kemana saja, menjadikannya pilihan ideal bagi pelajar dan profesional yang membutuhkan perangkat yang praktis dan efisien. Jangan lewatkan kesempatan untuk merasakan kenyamanan dan keandalan ASUS E210KA dalam setiap aktivitas Anda.



**Desain Stylish dengan Warna Menarik**

Selain performanya yang andal, ASUS Vivobook Go 12 E210KA juga menawarkan desain yang stylish dengan pilihan warna menarik seperti Peacock Blue, Rose Pink, Star Black, dan Dreamy White. Desainnya yang ramping dengan dimensi 279.0 x 19.10 x 1.69 cm membuatnya mudah disimpan dalam tas tanpa memakan banyak ruang. Laptop ini juga dilengkapi dengan sistem operasi Windows 11 Home Office Student 2021, memberikan Anda akses ke berbagai fitur terbaru dan aplikasi produktivitas yang memudahkan pekerjaan dan pembelajaran. Baterai 38WHrs 2-cell Li-ion memastikan daya tahan yang cukup untuk penggunaan sehari penuh, sehingga Anda tidak perlu khawatir kehabisan daya saat sedang beraktivitas di luar ruangan. Dengan layar yang memiliki refresh rate 60Hz dan color gamut 45% NTSC, ASUS E210KA memberikan pengalaman visual yang memuaskan untuk menonton video dan presentasi. Pilih ASUS Vivobook Go 12 E210KA untuk kombinasi sempurna antara performa, portabilitas, dan gaya yang sesuai dengan kebutuhan Anda.



## • Dilan Crunchy Choco Caramel Product Description

☞ click here 

Kode Product

MTA-85467622

Deskripsi

### Dilan Crunchy Choco Caramel, Camilan Manis dengan Sensasi Renyah

Dilan Crunchy Choco Caramel adalah camilan yang menawarkan kombinasi sempurna antara rasa manis dan tekstur renyah yang memanjakan lidah. Setiap gigitan dari camilan ini menghadirkan sensasi karamel yang lezat, dipadukan dengan cokelat yang kaya dan menggoda. Dibuat dalam bentuk mini pack yang praktis, Dilan Crunchy Choco Caramel sangat cocok untuk dinikmati kapan saja dan di mana saja, baik saat bersantai di rumah, di tengah kesibukan kerja, atau sebagai teman perjalanan. Tekstur renyah dari camilan ini memberikan pengalaman makan yang menyenangkan, sementara rasa manis dari karamel dan cokelat membuat setiap momen menjadi lebih istimewa. Dengan kemasan yang mudah dibawa, Anda dapat menikmati kelezatan Dilan Crunchy Choco Caramel kapan pun Anda inginkan. Rasakan sendiri perpaduan rasa yang harmonis dan nikmati setiap gigitan dari camilan yang tak hanya lezat tetapi juga memuaskan ini! Dilan Crunchy Choco Caramel adalah pilihan tepat untuk Anda yang mencari camilan manis dengan sensasi renyah yang tak terlupakan.



### • Writing Objective :

To write an engaging and persuasive product description for Dilan Crunchy Choco Caramel snack, focusing on the product's taste, texture, and packaging to attract consumers, especially children and teenagers.

### • Challenges :

- Stiff competition: Many similar snack products in the market.
- Describing taste sensations: How to describe the "crunchy" and "sweet" taste sensations with compelling words?

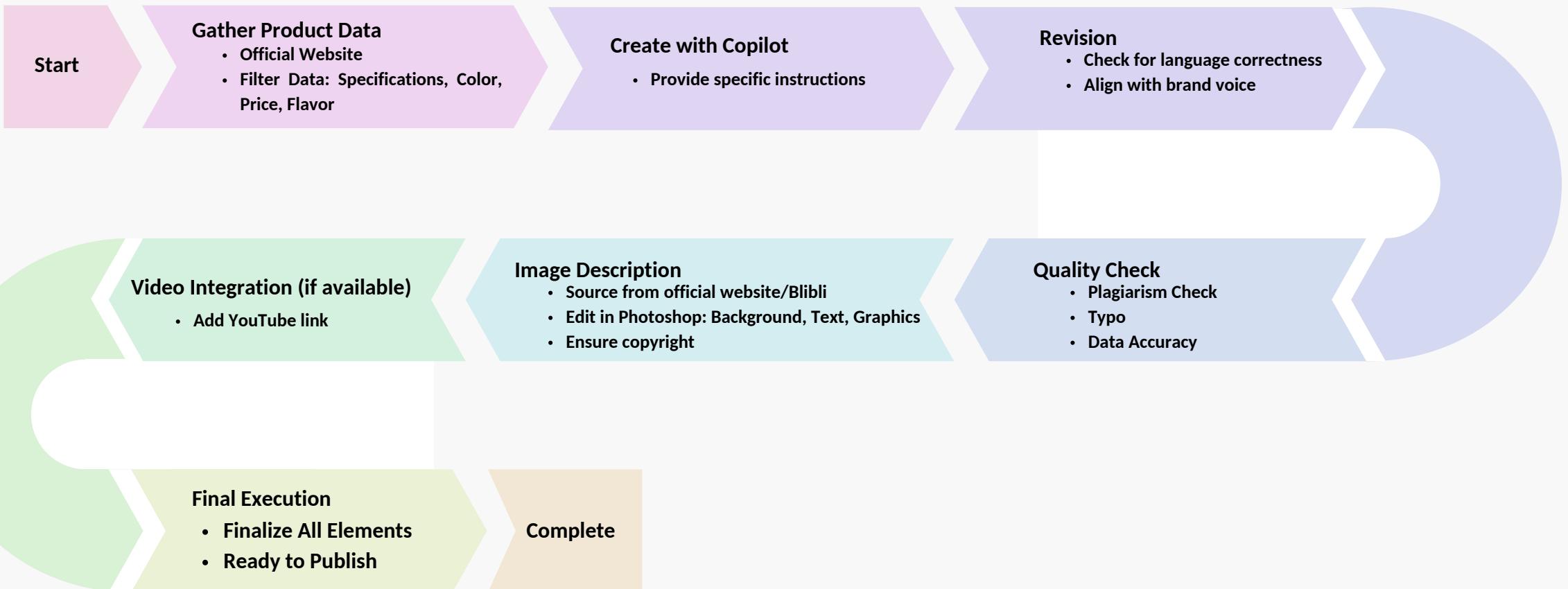
### • Solutions :

- Focus on experience: Emphasizing the experience of consuming this snack, such as the crunchy sensation in the mouth and the delightful sweet taste.
- Use simple language: Using language that is easily understood by the target audience.

### • Results

The writing is more engaging, comprehensive, and easy to understand.

# Product Description Creation Workflow



- Article: “Baby Safe Product Review”

[click here](#)



## Review Produk Baby Safe: Produk Terbaik untuk Kebutuhan Si Kecil

Nov 19, 2024 . By Ruth

Bagikan



Featured Image

**R**eview Produk Baby Safe — Halo, Blibli friends! Apakah kamu sedang mencari produk yang aman, berkualitas, dan terpercaya untuk si kecil? Jika iya, kamu pasti sudah sering mendengar nama *Baby Safe*. Brand yang satu ini sudah dikenal luas di kalangan orang tua sebagai pilihan produk perlengkapan bayi yang tidak hanya aman tetapi juga nyaman digunakan.

*Baby Safe* hadir dengan beragam produk mulai dari peralatan makan, botol susu, hingga peralatan sterilizer. Yuk, kita bahas lebih lanjut mengenai produk-produk pilihan dari *Baby Safe*, termasuk fungsi, keunggulan, dan kekurangannya!

### Baca Juga

- Rekomendasi Perlengkapan Wajib untuk Memulai MPASI
- 7 Rekomendasi Produk Keperluan Ibu dan Anak Terbaik

### • Writing Objective :

To assist readers, particularly parents, in selecting the right products for their babies or children by providing comprehensive information about various Baby Safe product options.

### • Content :

- **Introduction:** Explaining the importance of choosing the right equipment for babies or children.
- **Product Types:** Outlining popular Baby Safe products and their benefits, such as baby bottles, sterilizers, feeding sets, baby food steamers, and baby carriers.
- **Key Points and Recommendations:** Providing key points and product recommendations based on different needs.

### • Note :

The author's name in the article is a pseudonym as per company policy.

- Article: "Getting to Know Ecovacs Brand Better"

- Writing Objective :

To provide a deeper understanding of the Ecovacs brand and assist potential buyers in selecting a robot vacuum cleaner that suits their needs and budget.

- Content :

- **Introduction:** Explaining the Ecovacs brand and the importance of choosing the right robot vacuum cleaner for maintaining a clean home.
- **Product Comparison:** Comparing several popular Ecovacs models, covering features such as suction power, battery capacity, additional features (e.g., mopping capability), and price.
- **Buying Guide:** Tips for selecting a robot vacuum cleaner based on floor type, room size, and budget.
- **Conclusion:** Summarizing key points and providing product recommendations based on different needs.

- Note :

The author's name in the article is a pseudonym as per company policy.

[click here](#)



## Blifriends Ecovacs: Solusi Cerdas untuk Kebersihan Rumah Anda

Nov 19, 2024 . By Ruth

Bagikan



Listen



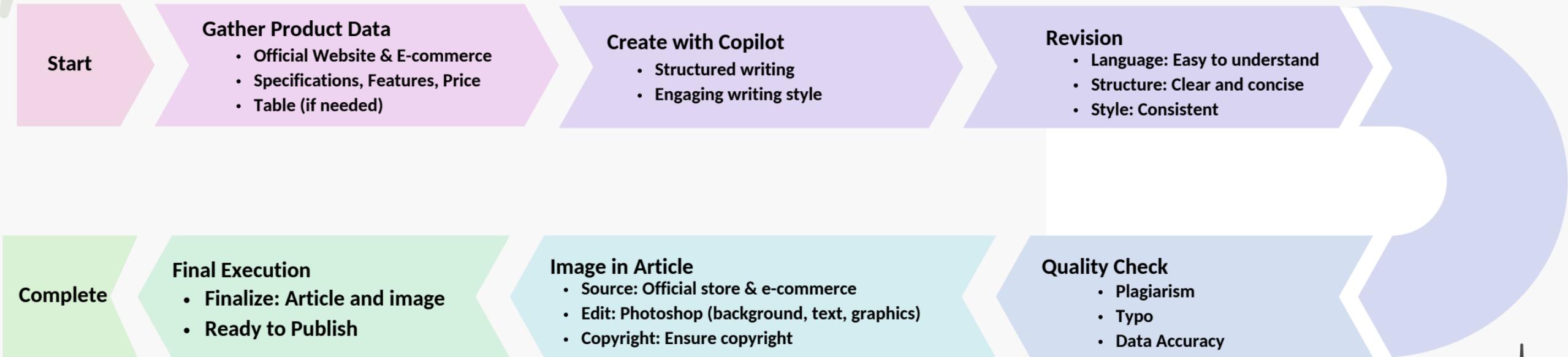
Featured Image

**Ecovacs Yang Bagus dan Murah** — Halo, Blibli Friends! Apa kabar? Apakah kamu sedang mencari alat kebersihan yang canggih, efisien, dan tentu saja, terjangkau? Jika iya, Ecovacs bisa menjadi solusi yang tepat untukmu! Brand ini dikenal dengan inovasi robot pembersih yang dirancang untuk membuat hidupmu lebih mudah. Dengan produk yang dapat membersihkan lantai secara otomatis, Ecovacs menjadi pilihan populer di kalangan mereka yang ingin menghemat waktu dan tenaga dalam menjaga kebersihan rumah. Mari kita telusuri lebih dalam tentang produk-produk dari Ecovacs, termasuk fungsi, keunggulan, dan kekurangan masing-masing.

Baca Juga:

- Review Vacuum Cleaner Ecovacs Robotics DEEBOTT10: Spesifikasi, Fitur Menarik, Kelebihan, & Kekurangan
- Mengenal Tahapan Milestone Bayi 0 – 12 Bulan untuk Memantau Tumbuh Kembang yang Optimal

# Article Writing Workflow



- Tools Used in Writing Descriptions and Articles:

- Microsoft Copilot dan MS Word

To enhance the quality and efficiency of writing product descriptions and articles, I utilize Microsoft Copilot as an AI-powered tool for brainstorming ideas and structuring content. With the assistance of AI, I can generate more engaging and informative product descriptions in a shorter timeframe. For instance, in the aforementioned projects, I employed Microsoft Copilot to generate multiple compelling opening sentences. Subsequently, I refined and adjusted the content to ensure that the final description aligns with the brand's tone of voice.

# Other Projects

## • FAS Fulfillment Social Media Feed

### About FAS Fulfillment

FAS Fulfillment is an operational service provider that helps businesses improve their efficiency and effectiveness. FAS Fulfillment offers a range of services, including inspection, storage, packaging, and shipping, providing both online and offline distribution solutions, as well as e-commerce support.

### Project Description :

- Sosial Media** : Instagram
- Tools** : Photoshop
- Content Support** : Pinterest, Freepik, Shutterstock, (all images are copyright-free)
- Feed Objective** : To provide information to clients about a solution that eliminates the need to search for logistics service providers, and to invite clients to join FAS.



\*Click the image to access the link

## • Pensil Biru Studio Instagram Reels

### About Pensil Biru Studio

Pensil Biru Studio is a production house specializing in creating a variety of creative content such as films, promotional videos, commercials, and other multimedia productions. With a team of experienced professionals, Pensil Biru Studio is committed to delivering high-quality, innovative work that meets the needs of our clients.



### Project Description :

- **Sosial Media :** Instagram
- **Tools :** Photoshop, Capcut Pro
- **Content Support :** Pinterest, Freepik, Shutterstock (all images are copyright-free)
- **Reels Objective :** To showcase the creative work produced by Pensil Biru Studio.

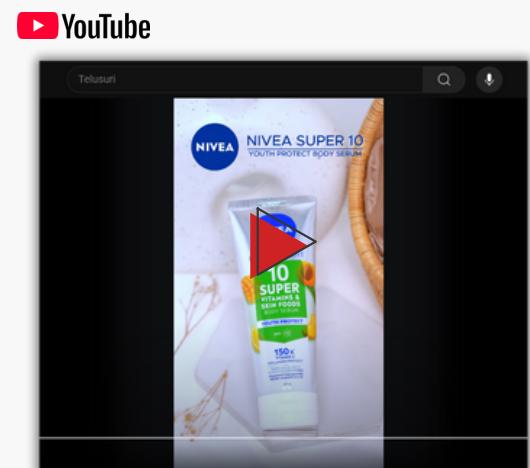
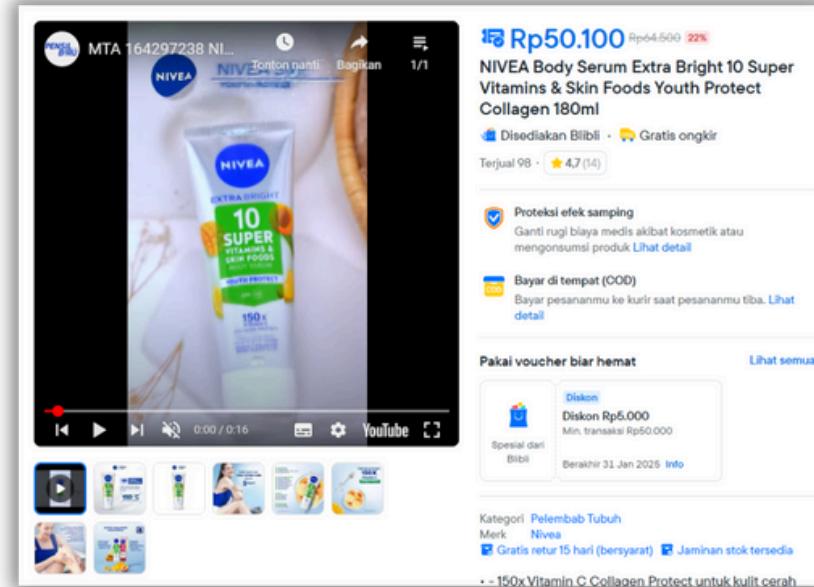
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## • Blibli.com Product Video Thumbnails

### • NIVEA Body Serum Product Thumbnail

#### Project Description :

- Created visually appealing product thumbnails for NIVEA Body Serum to be featured on Blibli.com.
- Utilized Adobe Photoshop and Capcut Pro for image editing and video creation.
- Sourced high-quality, copyright-free images from platforms like Pinterest, Freepik, and Shutterstock.
- **Objective:** To provide a clear and concise visual representation of the product, highlighting its key benefits and ingredients to effectively engage potential customers.

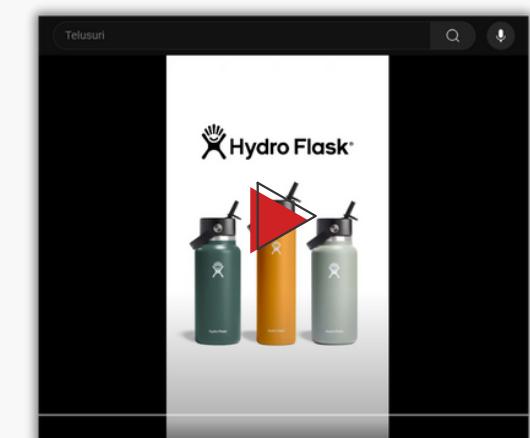
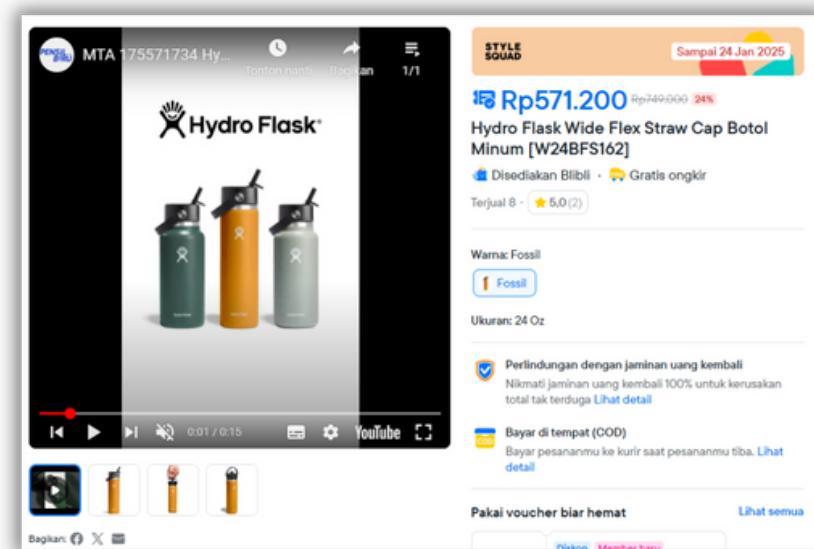


\*Click the image to access the link

### • Hydro Flask Product Thumbnail

#### Project Description :

- Designed compelling product thumbnails for Hydro Flask products to be showcased on Blibli.com.
- Employed Adobe Photoshop and Capcut Pro for image manipulation and video editing.
- Utilized a variety of stock images from platforms like Pinterest, Freepik, and Shutterstock to create visually appealing compositions.
- **Objective:** To effectively communicate the product's features, such as size, color options, and unique selling points, to a wide audience.



\*Click the image to access the link

# Collaborated Companies

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# Kaizen Project

## Enhancing Work Efficiency through Task Automation

Designed and developed simple automation tools to boost team productivity.

1. FR-Lock: A .bat script that allows users to open multiple links simultaneously, saving time and increasing efficiency.
2. AOS (Auto-Click Script): A browser extension designed to automate clicks on specific buttons, reducing manual errors. Results: Successfully increased team efficiency by 99% and reduced time spent on routine tasks.

# Additional Skills

Possessing HTML, CSS, and Java certifications. These skills enable me to create more interactive content and understand the fundamentals of web development.



# Let's Create Together!

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Thank you for visiting my portfolio. I am excited to collaborate with you on exciting projects.

Contact Me :



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Full Portfolio :

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