

GAVRIELLA TJANDRA

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PROFESSIONAL EXPERIENCE

GVRL.CREATE

Bali and Remote

Self-employed: Content Marketer/Account Manager

2021-Present

- Building small to medium digital/e-commerce businesses through content marketing, content and copywriting, social media, and KOL collaborations.
- Making informed business decisions through performance marketing and industry trends.
- Translating client's ideas and aspirations into keywords, which will be later established into content pillars for content development and marketing purposes.
- Growth-hacking clients' businesses in different aspects to reach an optimized goal.

RAENA

Remote

Content Manager, Private Labels

2021-2021

- Leading, translating, and producing RAENA's private labels purpose and personality into tangible communication strategy: creative content, social media, and relevant campaigns.
- Acting as the counterpart to maintain standards, procedures, budgeting, reports and creative house pillars to preserve content quality RAENA's private labels.
- Managing a team of social media managers and graphic designers. Collaborating with designers, brands, KOL management, and relevant cross-function verticals to build tailored and integrated content plans. Optimizing and customizing content on diversified communication channels.

SATURDAYS

Jakarta and Remote

Content And Community Lead

2020-2021

- Producing articles for website blog, SEO and branding purposes.
- Assisting in writing corporate communications literatures, including social media captions, ads, press releases, and many more. Build partnerships and collaborations with influencers/key opinion leaders, as well as media outlets. Producing interview content for social media and other channels.
- Strategizing and building content for email marketing and WhatsApp for Business.
- Assisting to plan Instagram content for optimization.

ZOMATO INDONESIA**Jakarta****Head of Content****2019-2020**

- Managing a team of 13, remote and centralized; supervising workflow, delegating daily tasks and maintaining deadlines. Produce and approve quality creative content (articles, images, videos), optimized for search engine (SEO), B2B and B2B2C.
- Maintaining standards, procedures, and creatives house styles to preserve content quality and Zomato as a brand. Tailoring content plans, customized to each client's needs, also on approval and implementation.
- Maintaining the sanity of Zomato Indonesia's content ecosystem, by managing 120-day cycle refresh plans, B2B and B2C.
- Building partnerships with culinary merchants and content creators, in form of non-monetary content barter and development. Strategize content on platform and channels for marketing and sales.
- Identifying sales leads and assisting clients partners by responding to content queries

ASTRO**Kuala Lumpur****Video on Demand Content Operations, OTT****2017-2019**

- Managing Video on Demand content on Astro's OTT national platforms.
- Analyzing and curating Video on Demand content on Astro's OTT, B2C, to showcase the content that rakes the highest viewership, segmented to consumers' demographics.
- Supporting business operations, to ensure smooth workflow and achieve business target.
- Supporting the marketing team of Astro's OTT, using social media and other paid channels.
- Representing OTT Malaysia team in communication with Astro's content stakeholders and suppliers.

Metadata Programmer and Translator**2016-2017**

- Writing short and long synopses in English, Indonesian, and Malay for Astro's premium movies and Tribe's Video on Demand content.
- Translating English copies to Bahasa Indonesia for Tribe Indonesia.

FORMAL EDUCATION

UNIVERSITY OF SOUTH AUSTRALIA | TAYLOR'S UNIVERSITY**Kuala Lumpur***Bachelor's Degree in Journalism***2011-2014****TAYLOR'S COLLEGE****Kuala Lumpur***American Degree Program: Mass Communications***2009-2011****SEKOLAH LENTERA INDONESIA****Jakarta***IGCSE 'O' Level***2007-2009**

NONFORMAL CERTIFICATIONS

Google Analytics for Beginners from Google Digital Academy Skillshop

Verb Tenses and Passives from UC Irvine

Classic Sociology Theory from University of Amsterdam

ADDITIONAL INFORMATION

SKILLS

- LANGUAGES
 - English (Native)
 - Indonesian (Native)
 - Malay (Advanced)
- FILE PROCESSORS
 - Google Suites/Microsoft Office
- WEBSITE BUILDERS AND MANAGEMENT SYSTEMS
 - Squarespace
 - Wordpress
 - Shopify
 - Adobe Dreamweaver (Basic)
- DESIGN DASHBOARD
 - Adobe Photoshop (Basic)
 - Canva
- ANALYTICS
 - Google Analytics
- CONTENT MANAGEMENT SYSTEMS
 - AppGrid
 - NBC Comcast's MPX
 - Aspera