

Ariyuno Yuthanggara

Content Manager

6 years experience as a content manager, doing user analysis and content data analysis, also creator and content development.

Experience

2018-09 - present	Category Development Manager <i>Alibaba Group. UC News, Operation</i> Responsibilities <ul style="list-style-type: none">Manage long tail categories.Build channel categories.Increase DAU of long tail categories Achievement <ul style="list-style-type: none">Game category MAU increased from 130K to 900K within 2 Months
2018-04 - 2018-09	WeMedia Key Account Manager <i>Alibaba Group. UC News, WeMedia</i> Responsibilities <ul style="list-style-type: none">Creator and content development (quality)Manage Content Supply (quantity) Achievement <p>Content supply increase 60%, 4.000 + new content everyday, have 2.000+ loyal partner around Indonesia</p>
2017-09 - 2018-04	Content Bank Manager <i>Alibaba Group. UC News, Short video</i> Responsibilities <ul style="list-style-type: none">All category video demand analysisAll category video supply. Including Quantity & QualityAll category video category exploringAll category video mapping guidance
2017-05 - 2017-09	Content Supply Manager <i>Alibaba Group. UC News, Operation</i> Responsibilities <ul style="list-style-type: none">Data research & video content mappingCollecting & crawling source
2016-05 - 2017-05	Content Manager <i>Alibaba Group. UC Web, 9apps</i> Responsibilities <ul style="list-style-type: none">Managing all application on 9apps. Including content selection, audit and updating.9apps Homepage operation. Including content analyze and selection.Make sure daily avg download rate more than the avg.Make sure the DAU more than the avg (10% penetration of Indonesian appstore market) Achievement <ul style="list-style-type: none">Daily download rate increase 15%DAU increase 1.250%% within 1 years and reach 15% penetration. (from 40000 to 5 million)
2015-09 - 2016-05	Content Operation <i>Alibaba Group. UC Web, 9apps</i> Responsibilities <ul style="list-style-type: none">Managing 9apps Entrance feature on UC Browser. Including data analysis, entrance setup, collecting and content selection.9apps push notificationMake sure daily avg download rate more than the avg Achievement <ul style="list-style-type: none">Daily download rate increase 15% within 3 month.

Project

2012-04 - 2015-09	99designs <i>Graphic Designer</i> As a freelance designer, focus more on logo design for company and has served more than 100 customers
-------------------	--

Education

2007-08 - 2014-04	Universitas Gadjah Mada Diploma Degree Marketing Management
-------------------	---



Personal Info

Address
Jl. H.Taiman Timur 1 No.317 Kel. Gedong, Kec. Ps.Rebo, Jakarta Timur
Phone
+6282125116609
E-mail
ariyuno24@gmail.com
Date of birth
1985-10-24

Skills

Data Analysis	●●●●●
Content Optimizing	●●●●●
Content Operation	●●●●●
Strategy and Plan	●●●●●
Video Editing	●●●●●
Presentation	●●●●●
Maintain Partnership	●●●●●
Design	●●●●●
Computer Skill	●●●●●

Software

Microsoft Office	●●●●●
Phototshop	●●●●●
Illustrator	●●●●●

Interests

Movie, Music, Game, Technology, Entertainment
