

YUNI KUSUMA

DIGITAL MARKETING

I am a passionate digital marketer with almost 2 years of experience working in the coffee industry.

My work focuses on Media Social and Content Creator.



CONTACT INFORMATION

-  Jeruk Manis No. 8, Rt.03 Rw.10
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SPECIALIZATIONS

- Social Media
- Food and Lifestyle Photography
- Photo and Video Editing
- Design
- Copywriting

TRAINING

Purwadhika Startup And Coding School Jakarta

DIGITAL MARKETING,
CLASS OF APRIL-JUNE 2019

Learn about :

- Digital Marketing Fundamental. Social Media 101, Storytelling & Persuasion Marketing, SEO & Website Optimization, Google Ads & Social Ads.

Esperto Barista Course

4 DAYS BARISTA REGULAR COURSE (2019)
2 DAYS COFFEE CUPPING (2018)

WORK EXPERIENCE

Digital Marketing

PT. HARVEST COFFEE FORENITY (ESPERTO INDONESIA)
MAY 2018 TO PRESENT

- Social Media day to day operator: PIC for planning, post, engage, monitoring, on social media channel like Facebook, Instagram (@espertobarista, @espertoindonesia_@contiespresso_id), YouTube Esperto Indonesia.
- Responsible for media social developing content (photo and video)
- Collaborate with Graphic Designer to produce visually stunning material across format and platform that inspiring, meaningful, delighting audience
- Write engaging copy/ caption for social posts, content titles & descriptions and post across multiple channels
- Works cross functionally to support Marketing Department

Event Team (Intern)

SEETIES.ME MAY 2016 - JUNE 2016

EDUCATION BACKGROUND

Telkom University Bandung

BACHELOR OF COMMUNICATION SCIENCE 2017

- GPA 3.6
- Research Experience : Qualitative Content Analysis of Heroism Value And Appealing Point In 10 Best Advertising Work Videos at Bukalapak Advertising Festival Bukalapak 2016
- Organizational and Community Experiences:
2016-2017 :
Front Man of PERIMATRIK - Mapala Telkom University
- Marketing Division Bahaso Speak Up Bandung Chapter (English Community)
2015-2016
- Head of Mounteneering division PERIMATRIK - MAPALA Telkom University
- Internal Division BEM Faculty of Communication and Business Telkom University
- Internal Team Marketing Crew Telkom University