

FILDZAH ARISTA SYAHPUTRI

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PROFESSIONAL SUMMARY

Copywriter and content strategist with 1+ year of hands on experience in copywriting, campaign execution, and KOL management. Skilled in crafting persuasive copy for social media platforms and digital campaigns, with proficiency in AI voice-over tools (ElevenLabs). Adept at translating brand objectives into compelling narratives that drive audience engagement and measurable results.

Education

Universitas Pembangunan Nasional "Veteran" Jakarta  - Pondok Labu, Jakarta Selatan
Information Systems, 3.84/4.00

Aug 2022 - Present

Work & Organizational Experience

PT LinkIT 360 - Jakarta, Indonesia

May 2025 - Present

Marketing Account Executive - Freelance

- Developed 3 - 4 Instagram copywriting posts daily for organic and paid campaigns, maintaining brand tone and driving consistent audience engagement.
- Utilized ElevenLabs AI voice-over tool to produce VO content for digital campaigns, supporting faster turnaround and cost-efficient content production.
- Managed up to 16 simultaneous campaigns in a single month, handling end-to-end copywriting for each campaign across gaming, brand, and social media activations.
- Coordinated 33 gaming tournaments generating digital campaigns with 1.1M+ views, 312K+ reach, and 25K+ audience interactions across social media.
- Managed end-to-end KOL and influencer collaborations for the first Roblox tournament campaign, sourcing talent and coordinating 800+ participant registrations.
- Handled TikTok and Instagram campaign execution including content planning, briefing, scheduling, and performance monitoring.
- Collaborated with internal teams, external vendors, and partners to ensure smooth execution of digital and promotional initiatives.

PT Homi Citra Nusantara - Jakarta, Indonesia

Apr 2025 - Jul 2025

Digital Marketing Staff - Freelance

- Conceptualized and wrote creative scripts for video content used across digital platforms in the property industry.
- Involved in end-to-end content production: scripting, filming, editing, and publishing, with an emphasis on brand storytelling.
- Appeared as on-screen talent to strengthen brand communication and boost audience trust.
- Contributed creative direction ideas to improve content quality and support campaign objectives.

Senat Mahasiswa Fakultas Ilmu Komputer - Pondok Labu, Jakarta,
Head of Commission III

Dec 2023 - Jan 2026

- Served in Commission III for two years, starting as a staff member and later becoming Head of the commission.
- As staff, supported monitoring, oversight, and documentation of Student Executive Board (BEM) and Student Association (HIMA) activities.
- As Head, led a team responsible for overseeing governance processes and ensuring transparency across student bodies.
- Strengthened skills in communication, coordination, leadership, and public engagement through organizational responsibilities.

PT Adira Dinamika Multi Finance - Jakarta, Indonesia

Sep 2024 - Mar 2025

RPA Developer - Internship

- Developed automation bots using UiPath to process JobStreet application data and report recapitulation, significantly reducing manual workload.
- Performed Quality Control (QC) on deployed bots, validating performance and data integrity throughout the execution process.
- Collaborated with team members to fulfill project requirements and improve automation workflows.
- Demonstrated rapid technical adaptability in an RPA environment over a 6-month internship period.

Skills

- **AI & Content Tools:** ElevenLabs (AI Voice-Over), Meta Business Suite, CapCut, Canva, Figma, Draw.io
- **Platform:** TikTok, Instagram, Meta Ads
- **Copywriting & Marketing:** Social Media Copywriting, Content Ideation, Brief Writing, Script Writing, Content Planning & Scheduling, Campaign Execution, KOL Management, External Partnership Management, Brand Communication
- **Soft Skills:** Communication, Collaboration, Problem Solving, Time Management, Adaptability, Leadership
- **Technical Tools:** SQL, Postman, DBeaver, Visual Studio Code, UiPath, Microsoft Office (Word, Excel, PowerPoint), Google Workspace (Docs, Sheets, Slides)

Project

Multi Campaign Copywriting Execution - PT LinkIT 360

- Handled copywriting for up to 16 simultaneous campaigns in a single month, covering Instagram captions, campaign briefs, and brand narratives across gaming and lifestyle verticals.
- Maintained consistent brand voice and messaging across all campaigns while meeting tight content deadlines.

Gaming Tournament Campaign End-to-End KOL Management - PT LinkIT 360

- Led end-to-end KOL collaboration for the company first Roblox tournament, managing talent sourcing, negotiation, and campaign coordination.
- Wrote all campaign copy including briefs, scripts, and social media content resulting in 800+ participant registrations.

Content Production - AI Voice & Copywriting - PT LinkIT 36

- Produced AI voice-over content using ElevenLabs for digital campaign assets, reducing production time and cost.
- Wrote VO scripts tailored to brand tone and campaign objectives, combining copywriting with AI audio production tools