

TIFFANY VALENTINA Y

BRAND, DIGITAL, COMMUNITY MANAGEMENT, MARKETING COMMUNICATION SPECIALIST

Executive Profile

I am a highly-motivated and detailed professional in marketing communication and public relations field, anything related to the organization's brand building strategy. I've done lots of things related to building and managing community growth, both online and offline ; managing and handling various kinds of events and/or collaborations ; handling influencers and streamers for promotional purposes, as well as planning and managing social media contents for organic traffic growth, using my copywriting skills to develop good quality articles and contents for my past organizations' needs. I also experienced in SEO for website optimization with proven track records, using big data analytics to help manage advertising, handling digital marketing campaigns through ads, and marketplace management. Feel free to ask me for more details through the contacts listed below!



Portfolio:

bit.ly/TVYportfolio

Reach me at:

Phone/WA: (+62) 812 - 8484 - 5465

Email: tiffanyvalentin4@gmail.com

LinkedIn Profile: www.linkedin.com/in/tiffany-valentina

Address:

Jl. Bentul 1/18-A, Jagir, Wonokromo, Surabaya 60244

Accomplishments:

- Published International Journal by Solid State Technology Vol.63 No.2s (2020)
- Best Campaign Idea for Breast Cancer Awareness (2018)
- Published article in Bahana magazine (Oct 2016)
- Scranton Women Leadership Center's Undergraduate Scholar for 3 years straight (2016-2018)
- Top 10% GPA for first year student, 2nd position (2016)
- Best GPA of the Communication Faculty (Feb 2021)

Languages:

- Indonesian (mother-tounge)
- English, TOEFL 550
- Mandarin, Japanese (beginner level)

GPA: 3,81

Academic Background:

PETRA CHRISTIAN UNIVERSITY

Communication Science | Marketing Public Relations

- Chief Editor, *Discerning*: University's Student Opinion Journal
- Head of Research and Development Department, *Discerning*: University's Student Opinion Journal
- Head of Event Department, *Career Assessment Class* (University Scope Activity)
- Head of Publication, Decoration, and Documentation Department, *Communiphoria* 2017 (National Competition held by Faculty)
- Head, *Re-Set Your Mind* 2017 (University Research Training Program)

Career Summary:

COMMUNITY MARKETING MANAGER

PT. Wisageni Multimedia Indonesia | May 2023 - Present

- Brand & community building through online presence through various social media channels, including Discord
- Handling with press, streamers / influencers, and other potential partners, from B2B to B2C customers
- Planning, preparing, and executing both offline and online events to promote and represent the company.

MARKETING COMMUNICATION MANAGER

BARACoaching Indonesia | Sep 2022 - May 2023

- Leading towards multi-channel presence, events & community management

SOCIAL MEDIA MARKETING MANAGER

DKS Gold Indonesia | May 2021 - Sep 2021

- Marketing communication strategies for the New company's branch brand

CORPORATE COMMUNICATION MANAGER

PT Surya Prima Natura | Feb 2021 - May 2021

- Leading the team consists of 5 people, related to marketing communication and public relations activities
- Brand building strategies through various channels

BRAND & MARKETING COMMUNICATION ASSOCIATE

Fifth Bloom Diamonds | Feb 2019 - Feb 2021

- Brand building, marketing communication, big data analytics, & SEO

GENERAL ASSISTANT MANAGER | FREELANCE SINGER

Golden Gate Star Entertainment Agency (Family Business) | Nov 2015 - Present

- Brand building, marketing communication, negotiation & managing teams.

Skills and Knowledge:

- Community Building & Management (Discord, Instagram, TikTok, Twitter, LinkedIn, Facebook, Reddit)
- Online Publications (Articles, Social Media)
- Photography & Editing, Adobe Photoshop
- Music, Audio / Voice & Video Production
- Certified Data Analyst by Google Specialization issued from Coursera (Nov 2022)
- Big Data Analytics (Google Analytics), SQL, Tableau
- Digital Marketing (Google Ads, Facebook Ads)
- Market Research, SEO (Search Engine Optimization)
- Public Relations, Copywriting, Negotiation, Leadership
- Experience in B2B to B2C: Fashion, Beauty, Lifestyle, & Entertainment Industry

Thank
you!