



DEA DESIDERIA
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<https://www.desiredfx.co.uk/about-us>

I am looking for social media assistant role. I am very pro-active with every tasks that ever given to me, I am a fast learner as well which is very important for this fast pace industry. I work well under pressure with good time management skills as it is important to reach deadline on every social media related handling.

RELEVANT WORKING EXPERIENCE

MINCOUK - Content Creation, Owner, Content Manager, (March 2021 - Present)

- Increasing Instagram engagement each day with the users.
- Having more than 200 followers within 1 week after the release date.
- Updating Instagram strategies with alt text, and Instagram Reels Features.
- Working well with a graphic designer to make sure the content stick with the brand's theme.
- Content writing, finding the right hashtag, engaging with the followers

I am actively looking for Job

DESIRED FX - Owner, R&D, Marketer, Content Editor (November 2020 - Present)

- Time management between content creation, designing with Canva, scheduling with Preview app as well as communication working with other marketing interns.
- Website making through WIX, analysing SEO, Brand bible to stay consistent.
- Exploring different platform as our marketing strategy from YouTube, Instagram, TikTok, Pinterest, Facebook page.
- Facebook Business and Instagram Shop handles.
- Contacting artists to collaborate with Desired FX and Influencers as the brand ambassador.

The Beauty Umbrella - Social Media Intern (September 2020 - January 2021)

- Video Editor for YouTube with iMovie, Inshot app, and thumbnail editing with Canva.
- Content creation and content ideas.
- Suggesting affiliate marketing strategies and finding people who are interested in joining the programme

Content Creator on YouTube (2015 - Present)
www.YouTube.com/bydeadesideria with 16.000 Subscribers.

EDUCATION & TRAINING

Spear Bournemouth - Personal and Career Development Programme (March 2021 - April 2021)

- Implemented change based on feedback
- Developed confident communication in talking with the team, expressing ideas.

Wix Learning

- eCommerce SEO for beginners (February 2021)

In Learning

- Become a Digital Marketing Specialist Learning path (February 2021 - Present)
- Guy Kawasaki on Entrepreneurship (April 2020)
- Entrepreneurship Foundations (March 2020)
- Critical Thinking (March 2020)
- Listening to Customers (December 2018)
- Time Management Fundamental (December 2017)
- Learning Content Marketing (May 2017)
- Top 5 Tips for YouTube Channel (December 2016)
- YouTube Projects for Business and Marketing (2013) (December 2016)
- Tumblr Quick Start (October 2016)
- Learning Pinterest (2012) (October 2016)

Arts University of Bournemouth

- 2:1 BA Make-up for Media and Performance - 2020
- Foundation Art and Design AUB (3D Pathway) - 2016

Pantene Creator Hack by Google Indonesia (June 2016)

Dingo x Laneige event: Be a Vlogger & Be a Money Maker June 2016

INTERESTS, HOBBIES, AND SKILLS

- I enjoy making content and learning new things everyday.
- Hobbies: dancing, reading self improvement, business books.
- Technical Skills: Pro-create, Canva, PowerPoint, Basic Photoshop, Basic Z-brush, Excel, Word, Forger
- Fluent in English and Indonesian, learning ASL, and Korean