



Nurul Tirsari

Digital Marketing Specialist
Content Strategist · Creative Writer

CONTACT

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PERSONAL

Date of Birth	Jakarta, 11 Dec 1992
Nationality	Indonesian
Religion	Islam
Marital Status	Married

SKILLS

CONTENT & WRITING

- Creative Writing
- Copywriting
- SEO Writing
- Article Writing
- Scriptwriting
- Text Editing
- EYD Proofreading
- Content Strategy
- Editorial Planning
- Fiction Writing

DIGITAL MARKETING

- Social Media Mgmt
- Content Calendar
- Meta Ads
- TikTok UGC
- Instagram Reels
- YouTube
- UGC Content
- E-commerce
- Tokopedia
- Shopee
- Lazada

TOOLS

- Canva
- Ms. Word
- Ms. Excel
- Google Docs

LANGUAGES

Bahasa Indonesia
Native · EYD Certified

English
Proficient

Nurul Tirsari

Digital Marketing Specialist | Content Strategist | Creative Writer

Open to Remote & Freelance · Full-time (40h/week)

KEY ACHIEVEMENTS

- Scaled e-commerce from zero to **Rp 200.000.000/month** across **Shopee, Tokopedia & Lazada**
- Published **700+ articles** across lifestyle, trending news & general content at Hipwee Media Solution
- 10+ years** producing content across print, digital, e-commerce and social media in sectors including agriculture, media, health tech and AI

PROFESSIONAL SUMMARY

Content writer and digital marketing professional with over 10 years of experience across media, e-commerce, and agency settings. Background covers content strategy, copywriting, SEO writing, social media management, and UGC video production. Worked extensively on Facebook, Instagram, YouTube, TikTok, Tokopedia, Shopee, and Lazada. Industry exposure includes agriculture, media, market research, health tech, and AI. Native Indonesian speaker, EYD certified. Open to remote and freelance work.

WORK EXPERIENCE

Content Writer & Social Media Specialist (Freelance)

W M Solutions Inc.

Feb 2025 – Present

- Wrote **80+ articles** and social media content for four tech products: LucidPal (AI productivity), Beeside (wellness), BitBonsai (media), and MedClear (health tech), averaging **20 pieces per product**.
- Built the pre-launch content library for each product, including blog articles, Instagram copy, and brand tone guidelines.
- Coordinated content schedules across four projects simultaneously, working fully remote.

Digital Content Writer (Freelance)

Clove Research and Marketing Analytics

Aug 2024 – Feb 2025

- Planned and maintained the monthly content calendar for digital and social media channels.
- Edited the monthly bulletin from draft to publication, checking EYD compliance, accuracy, and brand voice.
- Wrote research summaries and monthly reports for management and external clients.
- Produced Instagram and LinkedIn copy for brand awareness campaigns with consistent tone across all channels.

Content Writer & Digital Marketing Staff

Tiga Muara Emas Makmur

Apr 2019 – Aug 2024

- Grew e-commerce revenue from zero to **Rp 200.000.000/month** across Shopee, Tokopedia and Lazada, managing product listings, copy, and pricing.
- Produced UGC video content for Instagram, YouTube and TikTok to increase product visibility and sales.
- Created all brand materials including social media posts, product descriptions, magazines, brochures, and promotional content.

Language Staff

Tempo Inti Media

Apr 2017 – Nov 2018

- Edited advertising copy for newspapers, national magazines, and online news portals.
- Applied EYD standards to digital news articles, ensuring editorial quality at scale.

Writer (Freelance)

Mandira Baruga

Dec 2016 – Jul 2017

- Wrote articles based on editorial briefs and reader interest across various topics.

Writer

Hipwee Media Solution

Apr 2016 – Jul 2017

- Tracked trending topics daily across social media and news, writing articles on lifestyle, entertainment and viral stories.
- Published 2–3 articles per day, building up to **700+ published pieces** over the course of the role.
- Worked with editors to refine articles and improve headlines for better reader engagement.

Journalist

Merdeka.com

Feb 2015 – Aug 2015

- Monitored breaking news and conducted on-site interviews with public figures and officials.
- Wrote timely news articles for one of Indonesia's leading online news portals.

EDUCATION

Bachelor of Education, Indonesian Language and Literature

Universitas Negeri Jakarta · 2014