

Andrea Ghea



MARKETING CONTENT SPECIALIST

Executive Summary

A hardworking marketer and writer for the last 5+ years. I'm comfortable taking on new subjects and learning how to communicate with new audiences. I started with news, then went on to hospitality. After that finance and now aquaculture. Successfully leading teams and working for other people. Using social media, producing high-quality content, and conducting market research to achieve your business goals.

Skills & Abilities

- Writing for various media (social, search, web, and mobile)
- Digital content planning and production
- Social media advertising
- Product and market research
- Working with remote teams
- Advanced fluency in English

Find my work here:

<https://www.andreaghea.com/>

Reach me at:

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andreaghea@gmail.com

Education & Training

UNIVERSITAS PADJADJARAN JULY 2014 - JULY 2018

Major in International Relations

Hold a bachelor's degree in International Relations majoring from Faculty of Social and Political Science, Universitas Padjadjaran

Work Experience

MARKETING AND EVENT MANAGER

USADA Bali
October 2022 - Present

Usada Bali is an Indo-Vedic restaurant and cultural center situated in the heart of Bali's cultural capital, Ubud. Managing day-to-day offline and online marketing strategy, in-house social media and creative team, and external partnerships.

CONTENT MARKETER

Honlex Jones Co Ltd
November 2020 - November 2022

Conducting research and partnering with aquaculture experts to produce content for marketing to ~100,000 shrimp farmers producing \$4+ billion worth of shrimp in Indonesia.

- Community development
- Overview of shrimp farming as a business
- New technology for shrimp farming
- Best practices for maximizing farm output

- Product and business
- New corporate website content
- Detailed product descriptions and brochures
- Customer success stories

CONTENT SPECIALIST

Akulaku Indonesia
August 2020 - November 2020

Akulaku Indonesia is a Southeast Asian e-commerce platform that offers online financial services to 30MM users worth 1.5t IDR per month.

- Found and curated high-quality content about personal finance to support product marketing.
- Researched competitors to compare mobile app product features and establish standards for mobile app performance.

MARKETING CONTENT AND SEO SPECIALIST

OYO Rooms
July 2018 - July 2020

- Researched and produced 5 to 10 advertising campaigns on social media (Instagram, Facebook, Twitter, YouTube) per month.
- Planned and wrote the microcopy in the company's app and website to help users navigate ways related to hotel booking and management.
- Worked with teams in other countries to translate and localize content into Indonesian and English.
- Produced content for offline partnership projects and online giveaways that:
 1. Increased followers on Instagram in Indonesia from 0 to 50,000 in 6 months.
 2. Provide valuable market feedback to product and business development teams.

Jobs Held While at University

FREELANCE WRITER AND EDITOR

The Jakarta Post
November 2016 - October 2017

The Jakarta Post is one of the largest English-language news media in Indonesia. Edited and/or produced 10+ articles per month about social issues and national politics.

EXCHANGE PARTICIPANT

AIESEC
August 2015 - September 2015

AIESEC is an international non-governmental organization that provides young people with leadership development and cross-cultural exchange experiences around the world. Taught Indonesian culture and history to groups of 10 to 20 children in the Warsaw, Poland area 5 days a week.

Licenses & Certifications

**Use Mailchimp to Build an E-mail Marketing Campaign
Certification link**

**Wordpress for Beginners - Master Wordpress Quickly
Certification link**