

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. Successful 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 degree in International Relations major 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 - Present

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 contents 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 organisation 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.