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ANINDITA  
DEWI. A

CONTACT

*Profesional.*  
PORFOLIO



PRESENTED BY: ANINDITA



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# *Greetings*

I am an enthusiastic novice immersing myself in the realm of web writing. I am currently delving into content writing, copywriting, SEO writing, and UX writing, keen to enhance and master my skills. Enjoy your exploration of my portfolio!

*Als neugieriger Neuling im Bereich des Webwritings tauche ich mit Begeisterung in die Welt von SEO-Texten, Werbetexten, UX-Schreiben und Contenterstellung ein. Viel Spaß beim Entdecken meines Portfolios!*



# *Outline*

✦ Greetings

✦ About Me

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# ABOUT ME

Hey there! I'm Dita, an International Relations grad who traded and ditched treaties for captivating content.

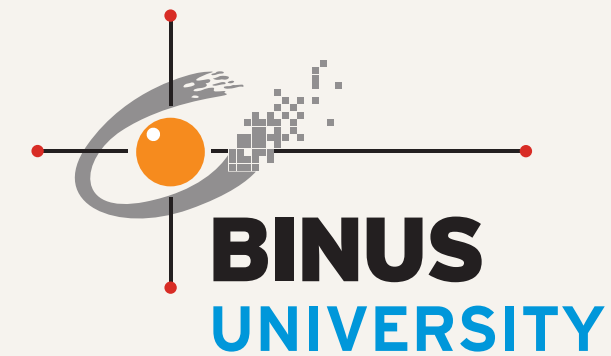
Binus University (Sep 2013 - Dec 2017) fueled my research skills, unknowingly setting the stage for my unexpected dive into the dynamic world of digital marketing. Today, I'm hooked on the power of words to snag audiences and weave unforgettable stories.

Beyond screens and pixels, my love for languages keeps me on a constant learning mission, tackling both German and Mandarin.

But recently, the siren song of copywriting has sung its way into my heart. It's the perfect marriage of my linguistic passion and the strategic sorcery of digital marketing. This is just the first chapter of my linguistic adventures – content writing, SEO writing, and UX writing are all calling my name!



**Binus University: International Relations (2013-2017)** - Remember those late nights analyzing treaties, wars, writing papers and summaries? Turns out, those research skills are the secret weapon of a killer digital marketer! Binus University equipped me to analyze information and craft compelling narratives – perfect for weaving captivating content in the online world. (*Specialization: Trade and Business Diplomacy* - because trust me, even online, a little diplomacy goes a long way!)



**Cheng Shiu University, Kaohsiung, Taiwan: International Business Exchange (Sep 2014-Jan 2015)** - My international business adventure at Cheng Shiu University in Taiwan wasn't just about exploring a new culture (although the Dan Bin was amazing!). This experience opened my eyes to the global nature of communication, a skillset essential for crafting content that resonates with audiences worldwide. Here's where I also dove into the fascinating world of market research – a skill that helps me understand what people truly want and need online.



# WORKING EXPERIENCES

May 2024- Present

**TEKADVERSE, Tangerang-Indonesia: Freelance AI Prompter** - I craft captivating scripts for webcomics and conjure visuals straight from AI!

April 2024- Present

**TELUS International AI Data Solutions, Tangerang-Indonesia: Freelance Audio Data Collection** - My voice is now powering Indonesian language AI tools – talk about future tech!

Jan 2022- Feb 2022

**Cardas Research & Consulting**  
- **Telephone Interviewer:**  
channeled my inner ninja to uncover insights on Grab Ads satisfaction through phone surveys!

# WORKING EXPERIENCES

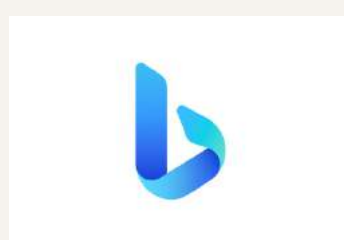
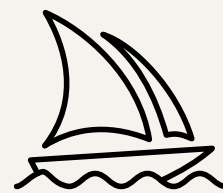
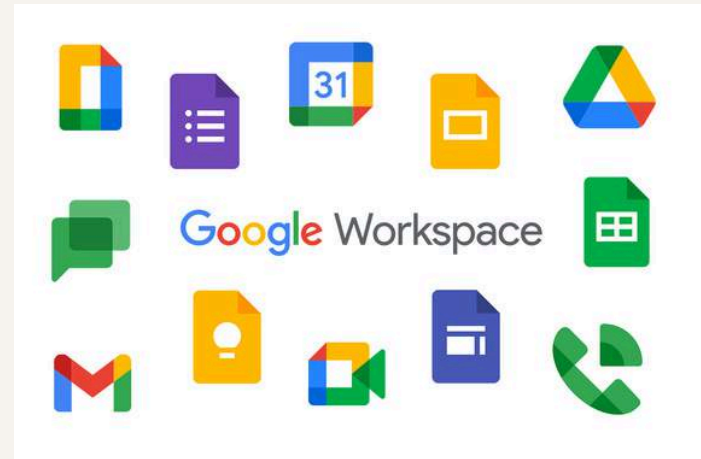
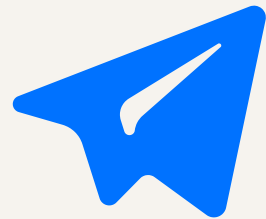
My previous adventure:

- **Cardas Research & Consulting (Jan 2022 - Feb 2022):** I channeled my inner ninja to uncover insights on Grab Ads satisfaction through phone surveys!
- **Woflow's True Menu in Tangerang, Indonesia: Freelance Remote Data Transcriber** - Transforming restaurant menus into digital delights, along with creating enticing reviews! Achieved a 70% boost in customer engagement and 100% accuracy in Transcribed Data.
- **Ssesment (Dec 2017 - Dec 2017):** I plunged into the fascinating world of market research, from plastic factories to international clients – a global learning adventure!
- **Ministry of Trade (May 2017 - June 2017): Intern Researcher rockstar!** I built a trade case database and tamed trade barriers – no research topic was too complex! ⚖️
- **Binus Group (Aug 2015 - June 2022): Part-Time Team Promotor at Marketing Intelligence** – I surveyed high schools, sized up competitors, and helped Binus University take flight! (Increased lead generation by 20%)

# The Tools and Apps *I Use*

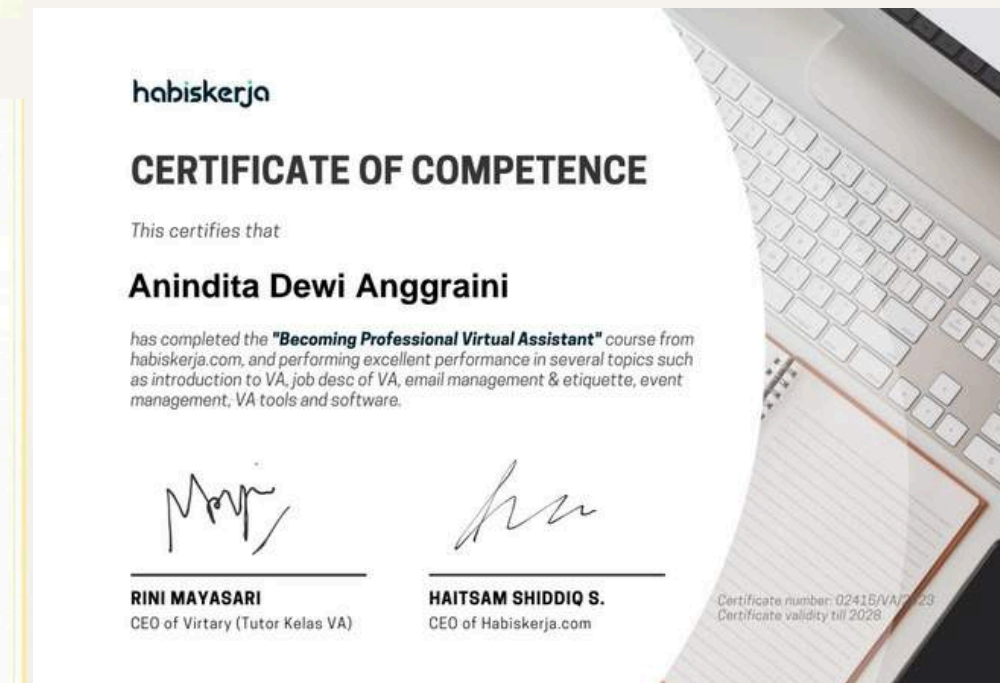


# Filmora





# My Certificates



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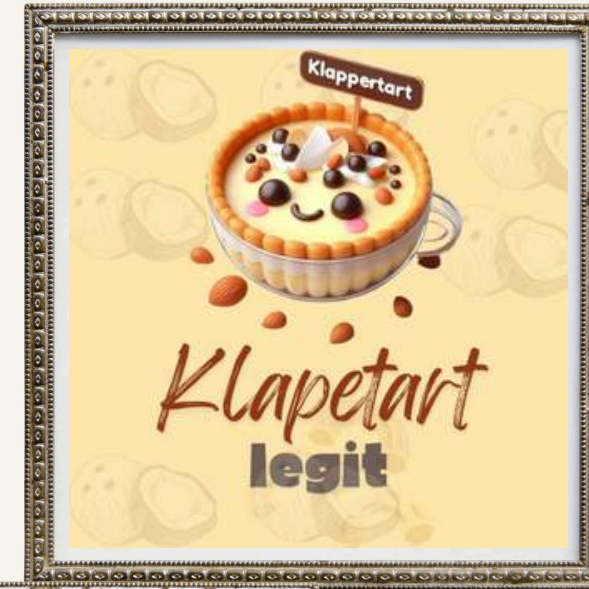
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# COPY WRITING



- Emotional Appeal: Happiness is a universal emotion associated with positive experiences. This tagline connects the product (Macaroni Schotel) with a desirable feeling.
- Memorable: It's short, catchy, and uses a rhyme ("Suapan," "Bahagia") which can make it easier to remember.
- Brand Focus: It clearly mentions the brand name "Macaroni Schotel."

# Dummy Projects

## *Makan Schotel*

- "makan.schotel" ingeniously merges well-known Indonesian terms ("makan" - eating, "schotel" - a type of savory baked pie) to establish a brand that is instantly identifiable and meaningful to the intended audience. Makan Schotel is a small UMKM in Ciledug.
- **Instagram:** @makan.schotel
- **Task:** creating a logo , tagline and products illustration.

# Dummy Projects

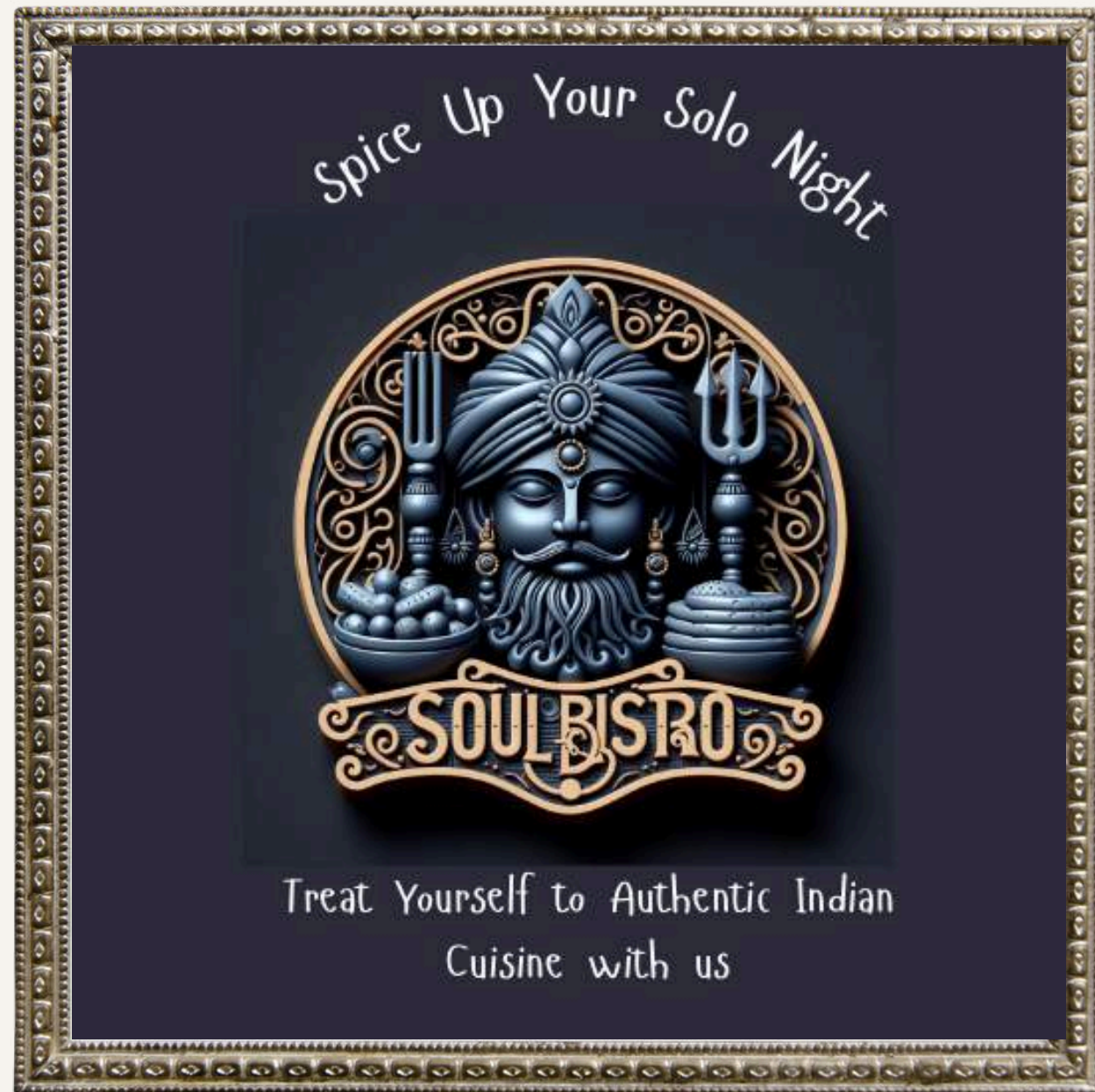
## *Makan Schotel*



Promotional Video using AIDA formula

### AIDA (Attention, Interest, Desire, Action):

- **Attention:** "Macaroni Creamy, Klapertart Legit, Tiramisu Lumer" - This uses vivid descriptions to grab attention with the mouthwatering textures and flavors of the dishes.
- **Interest:** "Makan Schotel!" - Introduces the brand and creates a sense of intrigue.
- **Desire:** The combination of textures and flavors mentioned earlier creates a desire to try these delicious desserts.
- **Action :** Macaroni Creamy, Klapertart Legit, Tiramisu Lumer: **Makan Schotel! Pre-Order Sekarang**



# Dummy Projects

## *Soul Bistro*

- Soul Bistro is renowned for its Indian cuisine and unique dark interior design, making it an ideal dining place for solo diners seeking a homely Indian meal experience.
- **Task:** Create a logo that harmonizes with the dark interior design and tagline.



**IG post with PAS  
formula**

# Dummy Projects *Hokben*

- **Task: Creating innovative social media content for Hokben.**
- **Result:**

Introducing a new menu item called "My Hokben Bowl," offering customers a new challenge to customize their own mixed bowl with their choice of ingredients. And asked participant to post it on their socmed with #MyHokbenBowl. It helps increase User Generated Content( UGC) , brand awareness and Social proof

Kulit kusam dan noda hitam mengganggu kepercayaan dirimu?

Ingin tampil bersinar natural?

Polusi dan gaya hidup sibuk jadi penghalang.

Pancarkan kecantikan alami Indonesia

dengan Sariayu Bright Skin Putih Langsung!

Perpaduan bahan alami & teknologi modern untuk kulit cerah & bersinar.

[#Sariayu](#) [#BrightSkinPutihLangsat](#)

[#KeajaibanLangsat](#)

[#KecantikanWanitaIndonesia](#)

IG caption with PAS formula

# Personal Projects

## *Sari Ayu*

- **Task: Creating IG Caption for Sari Ayu**





Mini munch Logo

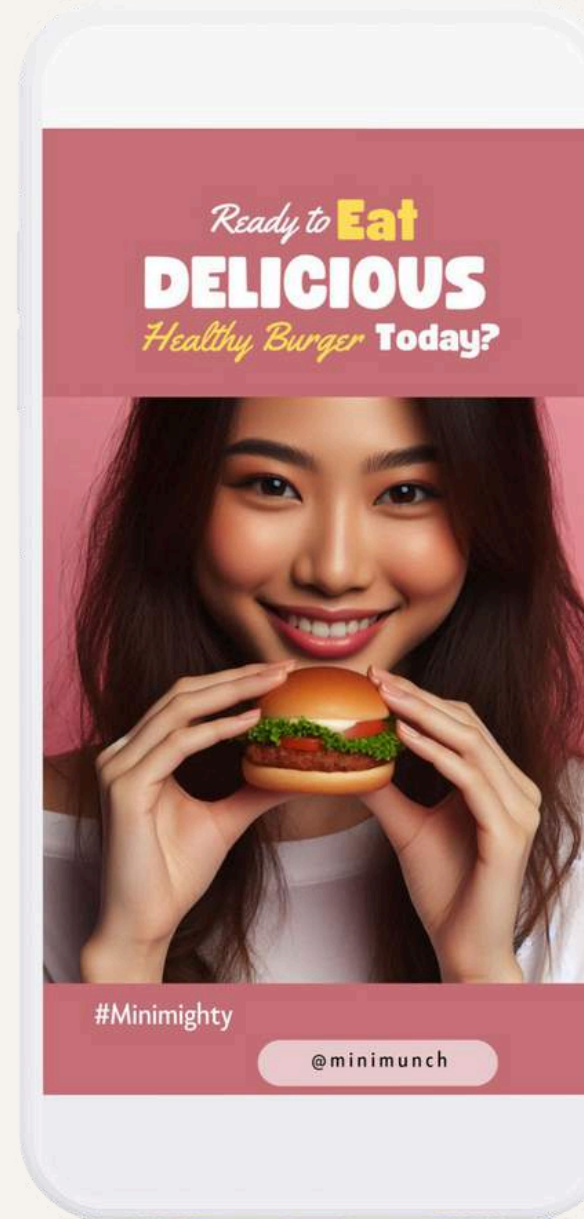
## Personal Projects

### *Mini Munch*

- **Mini Munch:** a brand specializing in providing nutritious and tasty snacks tailored for women.
- **Task:** Designing a brand logo and crafting promotional content for Instagram stories.



# Personal Projects *Mini Munch*



Mini munch IG stories



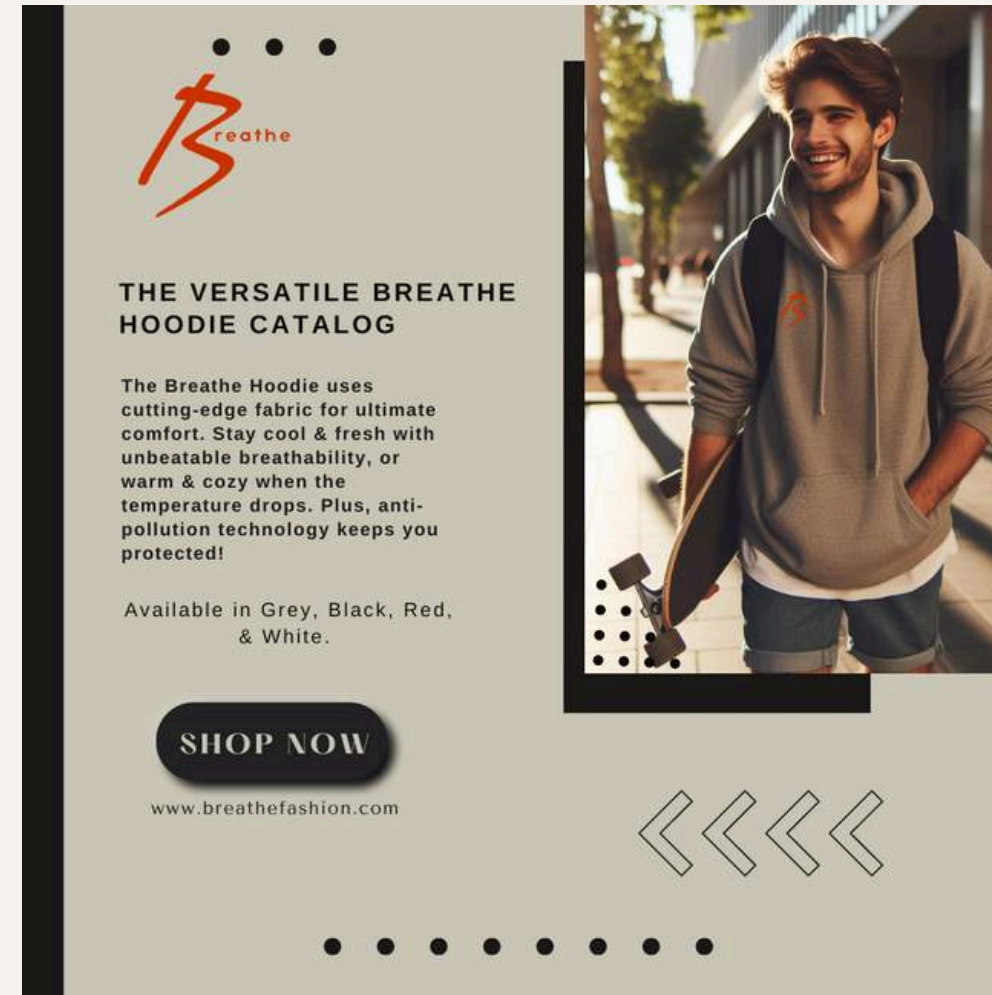
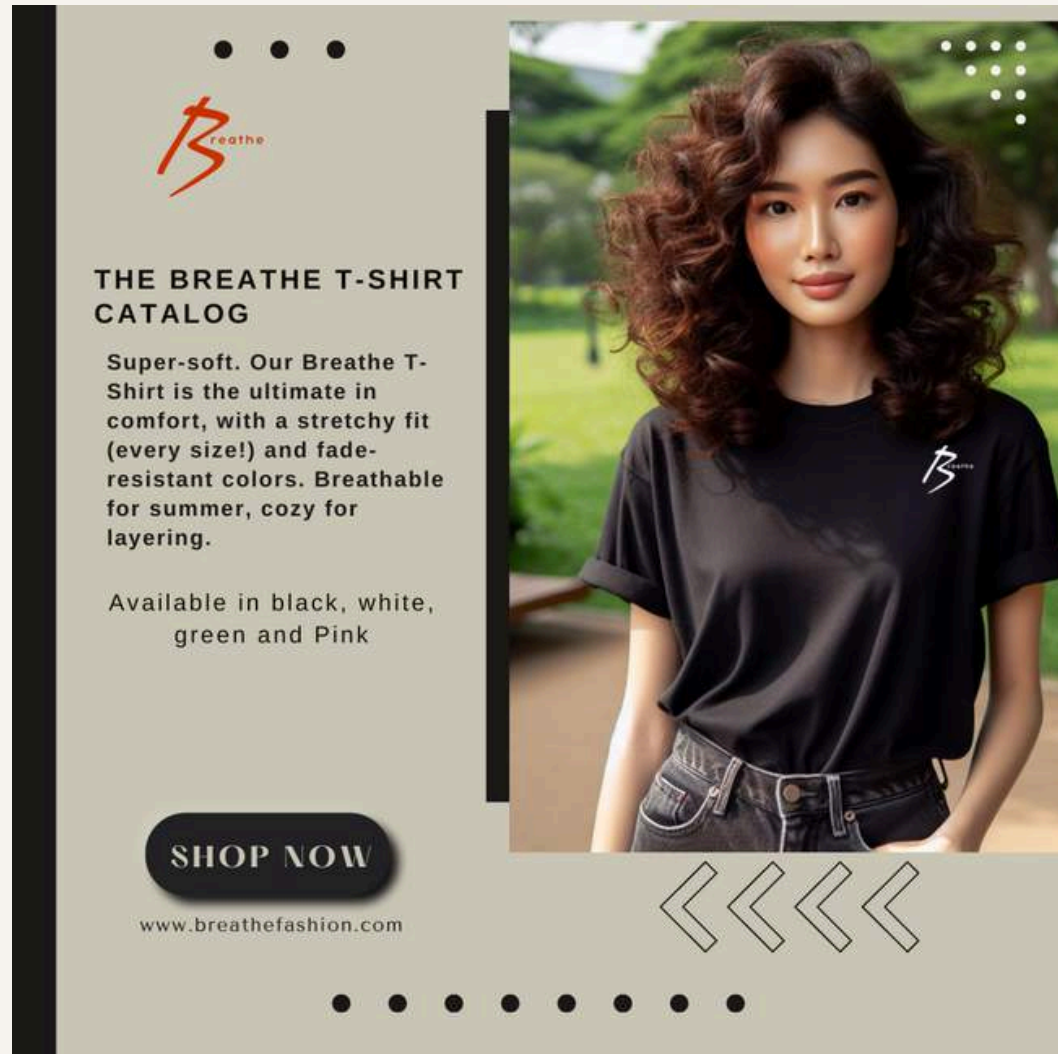
Breathe Logo

## Personal Projects

### *Breathe*

- Breath is more than clothing; it's an urban wellness revolution. We craft innovative, high-quality tops, shirts, t-shirts, and jackets that empower you to express yourself authentically while shielding you from harmful urban pollutants.
- Task : created copywriting website banners, IG post catalogs, IG Ads caption, and Billboard

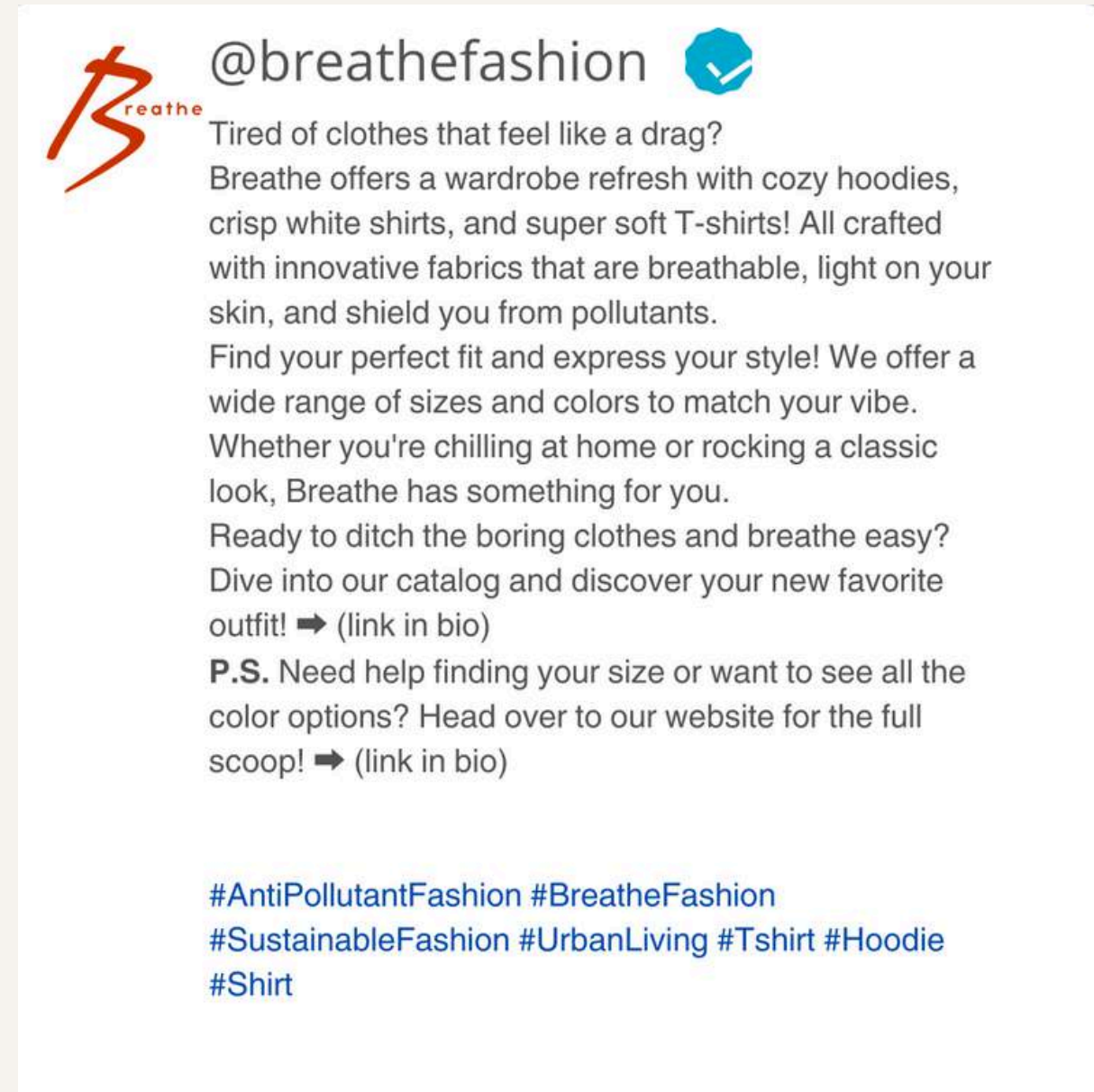
# Personal Projects *Breathe*



Breathe Carousel Catalogs

## Personal Projects

# Breathe

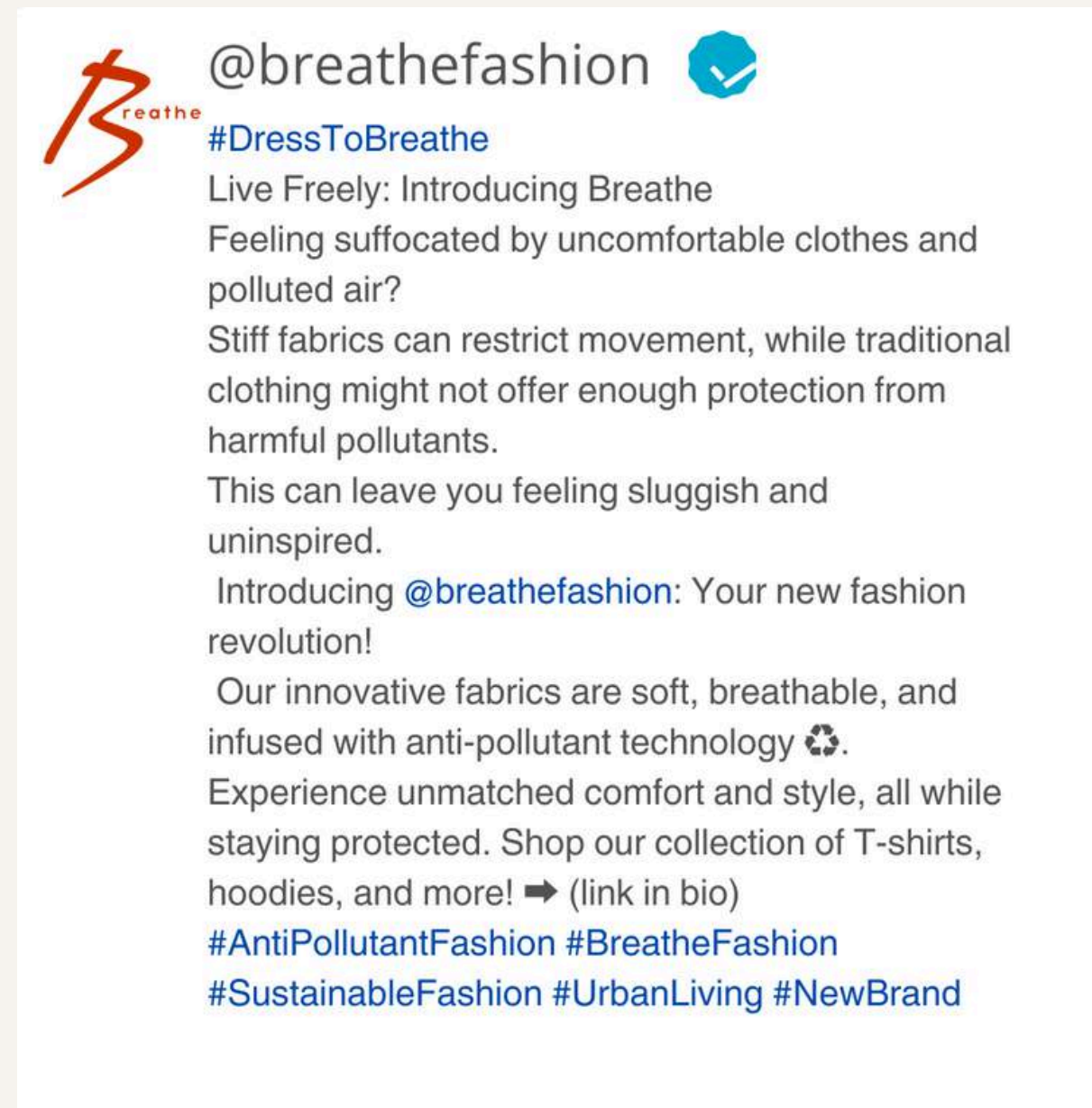


Breathe Carousel Catalogs

Breathe IG caption with AIDA



Breathe IG Ads



Breathe IG Ads caption with PAS formula

## Personal Projects

# *Breathe*

# Personal Projects

## *Breathe*

**Work week**  
to  
**Weekend style**  
**Dress up**  
or  
**Down**  
shop our collection

**UP TO 50% OFF**

Breathe Website Banner using BAS (Benefit, Action, Scarcity) formula

# Personal Projects

## *Breathe*

**City Smog & Summer  
Heat Got You  
Gaspings?**

**Breathe Easy All Year.**

**#DressToBreathe**

SHOP NOW: [WWW.BREATHEFASHION.COM](http://WWW.BREATHEFASHION.COM)



**Breathe Billboard with PAS formula**



Silver Altitude Logo

## Personal Projects

### *Silver Altitude*

- Silver Altitude offers exquisite, handcrafted accessories made in Indonesia by skilled women artisans in Jepara. Every purchase empowers these women and supports their communities while providing you with timeless elegance and a piece of Indonesian heritage.
- Task : created design logo, catalogs for IG story,





@silveraltitude  4h

Embrace the spirit of legend. ✨

The Jonggrang crown collection, inspired by Indonesian folklore Roro Jonggrang, transcends mere adornment. Crafted from lightweight silver, these exquisite crowns feature silver leaves etched with Batik patterns, adorned with shimmering violet tourmaline gemstones.

Choose your legend:

- The Classic Roro Jonggrang Crown: An elegant piece for timeless sophistication.
- The Upriver Roro Jonggrang Crown: A symbol of majestic presence, ready to make a statement.

A hidden band ensures a comfortable, secure fit for both designs.

Unleash your inner legend. Pre-order your Jonggrang crown today! Limited edition.

Visit our official store for details (link in bio) ➡

[#IndonesianJewelry](#) [#BatikCrown](#) [#VioletGemstones](#)  
[#LegendaryJewelry](#) [#LimitedEdition](#) [#RoroJonggrang](#)

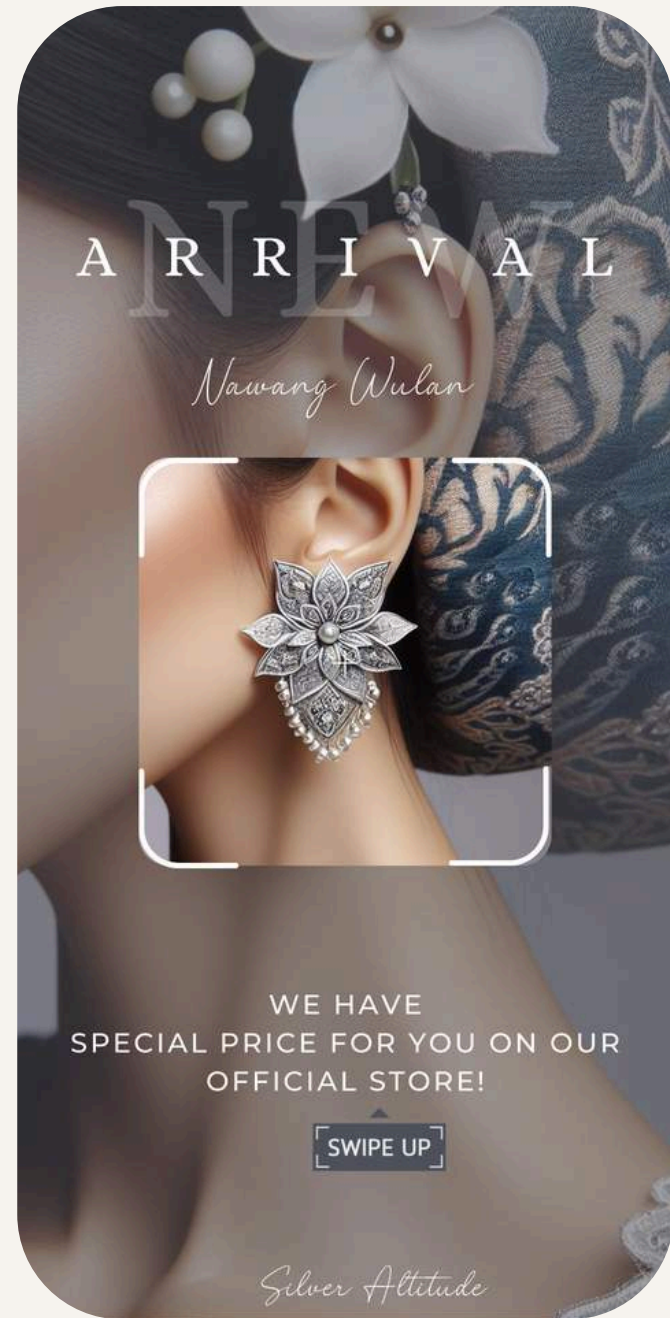
# Personal Projects

## *Silver Altitude*

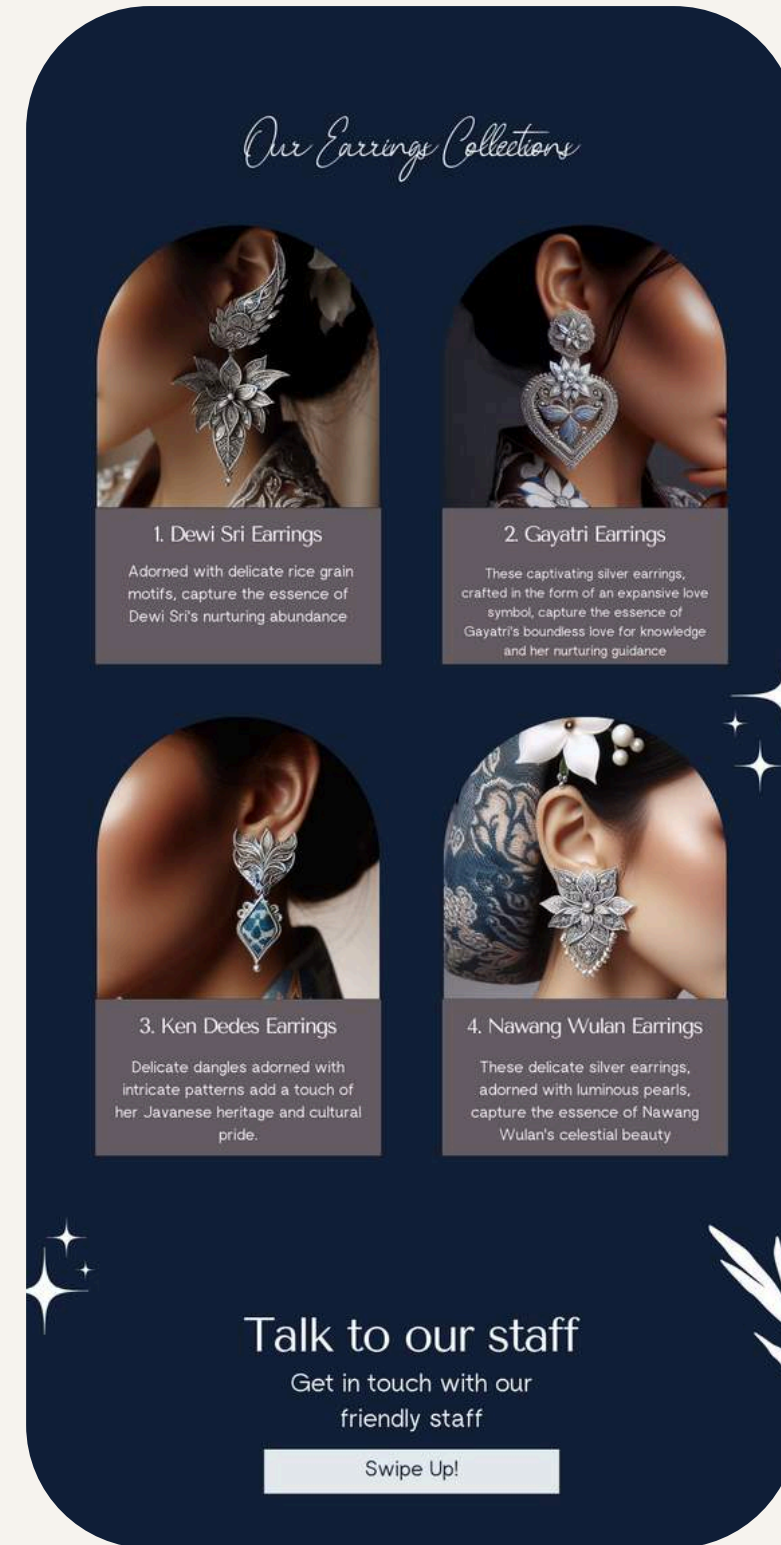


Jonggrang Crown IG post

Silver Altitude Carousel IG caption  
About the Jonggrang Crown with AIDA



IG story promotion



IG story Catalog

# Personal Projects

## *Silver Altitude*

# Personal Projects

## *Silver Altitude*



### THE UPRIVER RORO JONGGRANG CROWN

Inspired by Roro Janggrang's unwavering spirit, this crown embodies a majestic and confident presence. Its violet leaves rise upwards in a graceful gesture, mirroring the strength and determination of the legendary figure. Sparkling violet tourmaline gemstones illuminate the intricate Batik patterns adorning the leaves, creating a piece that is both captivating and powerful.

### THE CLASSIC RORO JONGGRANG CROWN

This elegant piece echoes the silhouette of a regal headband, resting comfortably upon the forehead. Its delicate silver leaves are etched with intricate Batik patterns, adding a touch of cultural heritage to its timeless design. Scattered violet tourmaline gemstones further enhance its sophistication, making it a perfect complement for formal occasions.

Website Catalogs

# Personal Projects

## *Silver Altitude*



### GAYATRI

Each intricate design whispers stories of forgotten lore. Embrace the power of knowledge and ignite your journey of self-discovery. Shop now and let these earrings guide you on your path to wisdom.



### NAWANG WULAN

the moon goddess who bathed the world in her celestial glow. Our 'Nawang Wulan' earrings capture her enchanting beauty with shimmering details. Embrace the mystery and grace of the night sky.



### KEN DEDES

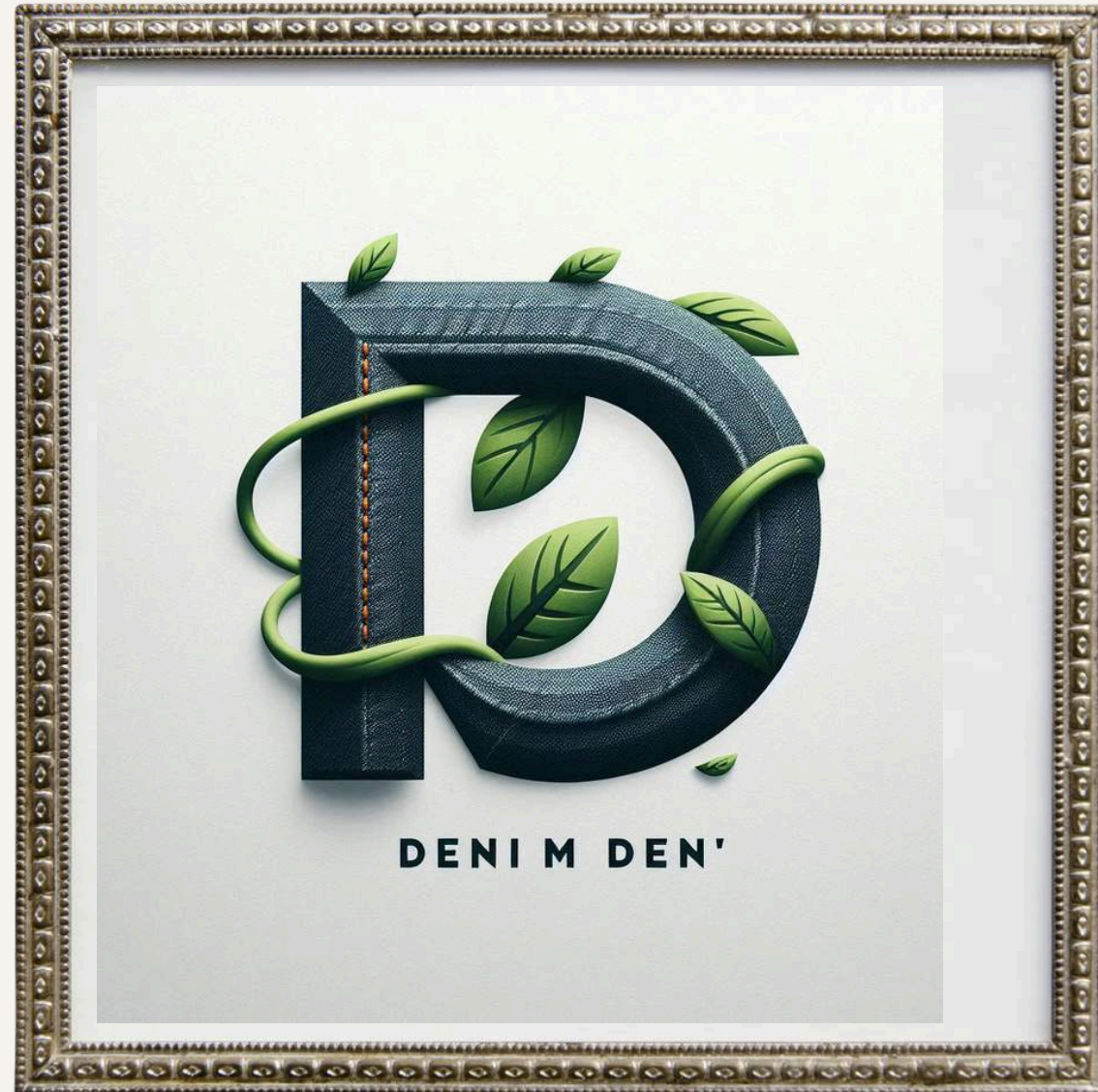
The 'Ken Dedes' earrings embody her unwavering spirit and fierce strength. Crafted with bold lines and intricate details, they are a reminder of your own inner power. Shop now and unleash your inner warrior.



### DEWI SRI

'Dewi Sri' earrings. Inspired by the rice goddess, a symbol of abundance and growth, these earrings are a reminder to cultivate your own prosperity. Shop now and let them be your talisman for a flourishing life.

## Website Catalogs

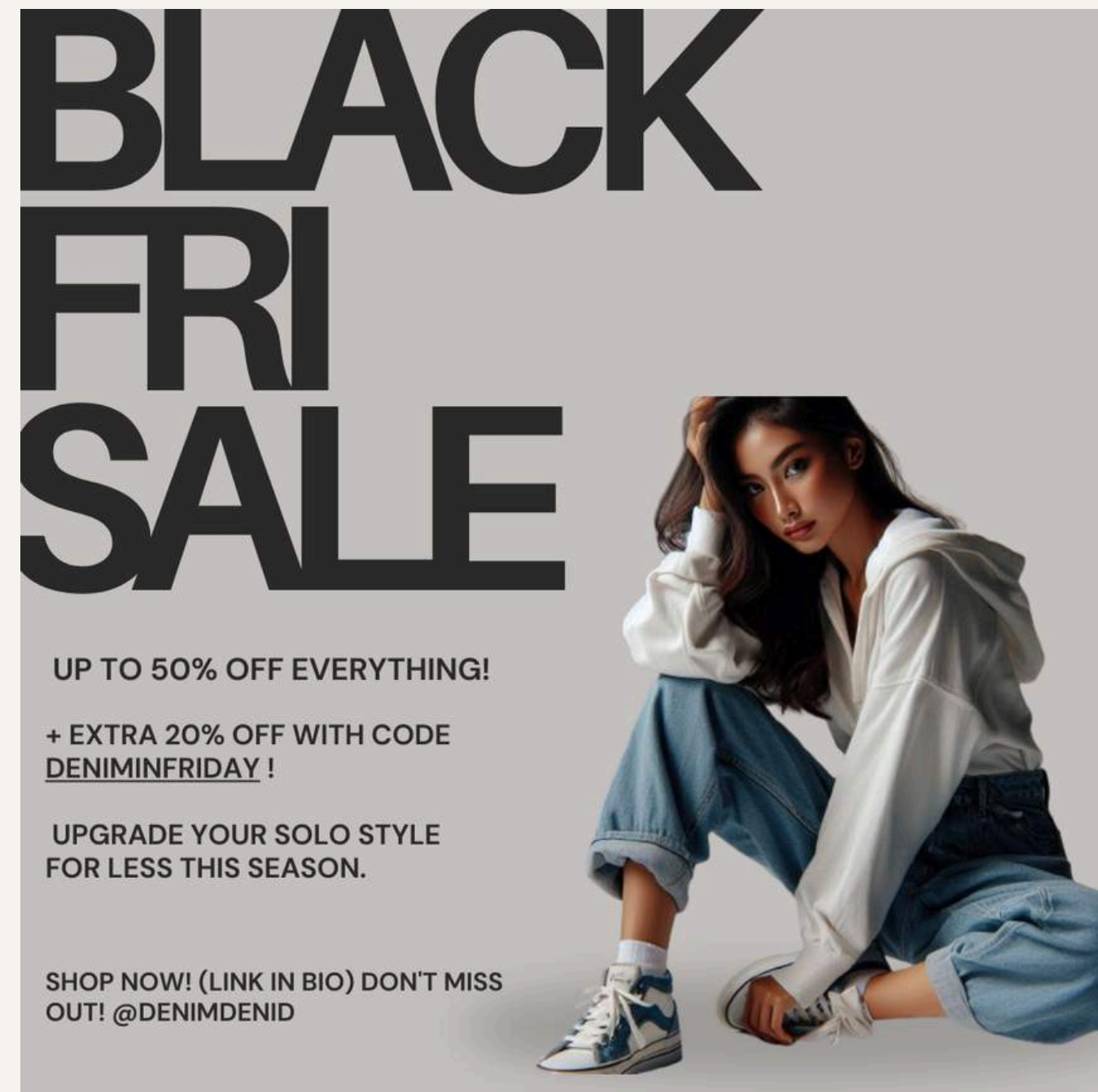


Denim Den Logo

## Personal Projects

### *Denim Den*

- Denim Den's brand identity celebrates the comfort and confidence that come with living solo. It conveys a sense of nostalgia for familiar spaces while encouraging self-expression and individuality.
- Task : created IG post content



# Personal Projects

## *Dením Den*

Denim Den IG Post with AIDA

# Personal Projects

## *Denim Den*



Denim Den IG Post



@denimdenid



FINALLY!! Your New Denim Den Faves Are Here!  
We've got all your comfy & confident essentials:

- Oversized Angakara Hoodies
- Classic (and inclusive!) Nakula Denim
- Flattering Alengka Shorts (for all body types!)

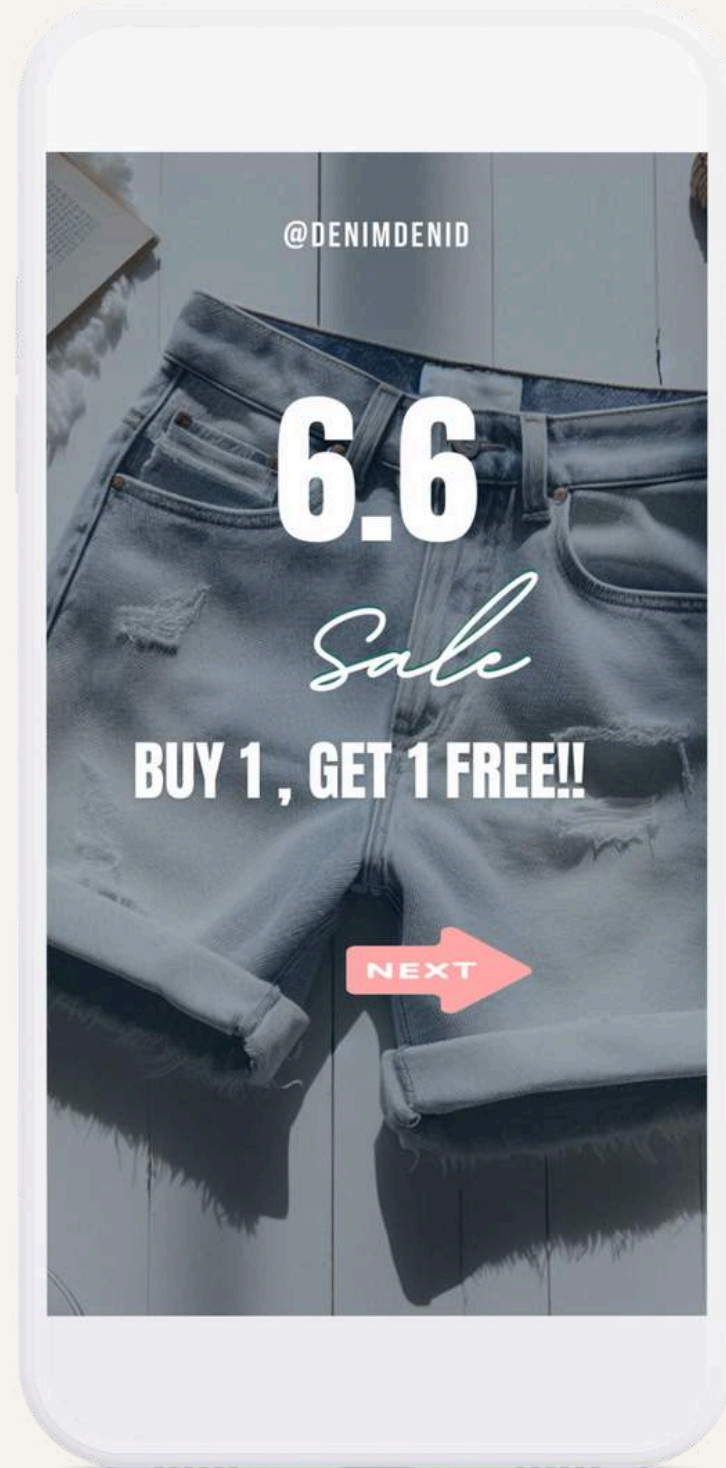
Made with high-quality materials and designed for ultimate comfort, these pieces are perfect for everyday wear. They come in a wide range of sizes to ensure a perfect fit.

Upgrade your wardrobe with effortless style and feel amazing in your own skin. Express your unique personality without sacrificing comfort.

Shop the new collection and discover your perfect fit! (link in bio) cause [#yourstyleyourden](#) [#DenimDen](#)  
P.S.: ALL PRODUCT AVAILABLE BIG SIZE!!!

[#celanajeans](#) [#celanadenim](#) [#pakaianbigsize](#) [#jeans](#)  
[#denim](#) [#hoodie](#)

Denim Den IG Caption using PAS



# Personal Projects

## *Denim Den*

Denim Den IG Story carousel using AIDA



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# CONTENT WRITING

## My Taiwanese Cold Noodle Obsession: Cracking the Seasoning Code of 9 years ago.

The first time I slurped down a bowl of Taiwanese cold noodles (Liang Mian), I was hooked. The chilled noodles bathed in that incredible sauce were a revelation. But back then, I didn't know the name of the dish, let alone the secret ingredients. All I craved was that flavor explosion again.

The problem? I didn't have all the fancy ingredients some recipes called for. Sesame paste? Nope. Rice vinegar? No way. Five-spice powder? What even is that? But I wasn't about to give up! So, I raided my pantry and got creative.

### My Pantry Hacks Moment:

Garlic powder, sesame oil, chili powder – those were my starting points. But something was missing. That's when I saw the Indofood barbeque french fries seasoning – a true Indonesian hero! I tossed it in, and wouldn't you know it, it worked! The smokiness blended surprisingly well, and the familiar spices somehow captured a hint of that elusive flavor profile.



Source: Google



Source: Google

### Mission: Substitute Like a Boss

That got me thinking – there has to be a way to recreate this dish without having to track down every specific ingredient. So, I dug into the world of Liang Mian and discovered the key flavor pillars:

- **Nutty Richness:** Sesame paste is traditional, but peanut butter does the trick in a pinch.
- **Savory Punch:** Soy sauce is your best friend here. Light or dark, depending on your mood.
- **Sweet Kiss:** A hint of sugar or honey balances everything out.

### My Culinary Adventure Continues!

My barbeque french fries seasoning hack was a delicious discovery, but there's a whole world of substitutions waiting to be explored. Who knows, maybe I'll find the perfect five-spice powder replica or discover a new secret ingredient lurking in my pantry. The important thing is to have fun and experiment! So, the next time you crave Liang Mian, don't let missing ingredients hold you back. Grab what you have, get creative, and embrace the delicious world of Taiwanese cold noodles!

Here Dita's version of Taiwanese cold noodles



# Content Writing about Life Hacks

## Content Writing about Game of Sultan Localization

### Rise of the Sultans: Conquering Indonesia with Localization



Source: Playstore

Have you ever scrolled through your Instagram or [Youtube](#) feed and been captivated by an ad showcasing the grandeur of an Ottoman palace? If you're an Indonesian gamer, chances are high you've encountered Game of Sultans, the mobile game that's taken the nation by storm. But what exactly makes Game of Sultans so popular amongst Indonesian players? The answer lies in a strategic symphony – the art of localization.

### Beyond Eye-Catching Ads: A Symphony of Localization

Game of Sultans goes beyond flashy visuals to capture attention. The game has been carefully adapted for the Indonesian market, offering a range of features that deeply resonate with players. Take a closer look at the components that form this harmonious strategy:

- **The Appeal of Bahasa Indonesia:** Imagine encountering captivating ads not in a foreign language, but in your native Bahasa Indonesia! These ads, featuring **cultural references and themes familiar to Indonesian audiences**, instantly grab your attention and make you feel like this game is designed specifically for you. This eliminates the language barrier and sparks a desire to explore the world of Game of Sultans.

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# SEO WRITING

## Seo Writing about Sport/ workout

### The Benefits of Cycling for PCOS Fighters

Polycystic Ovary Syndrome, commonly known as PCOS, is a hormonal disorder that affects women of reproductive age. It can lead to symptoms such as irregular periods, excess hair growth, weight gain, and infertility. While there is no cure for PCOS, various lifestyle changes, including regular exercise, can help manage the symptoms and improve overall health. One form of exercise that can be particularly beneficial for PCOS fighters is cycling.

Cycling is a low-impact aerobic exercise that can offer numerous advantages to women battling PCOS. Here are some of the benefits of incorporating cycling into your fitness routine:

- 1. Weight Management:** One of the hallmark symptoms of PCOS is weight gain. Cycling is an excellent way to burn calories and aid in weight management. It can help increase your metabolism, improve muscle tone, and reduce body fat, making it easier to maintain a healthy weight.
- 2. Improved Insulin Sensitivity:** Insulin resistance is a common issue among women with PCOS, leading to higher [levels of insulin](#) in the blood. Regular cycling can improve insulin sensitivity, making the body more efficient at using glucose for energy. This can help stabilize blood sugar levels and reduce the risk of developing type 2 diabetes.

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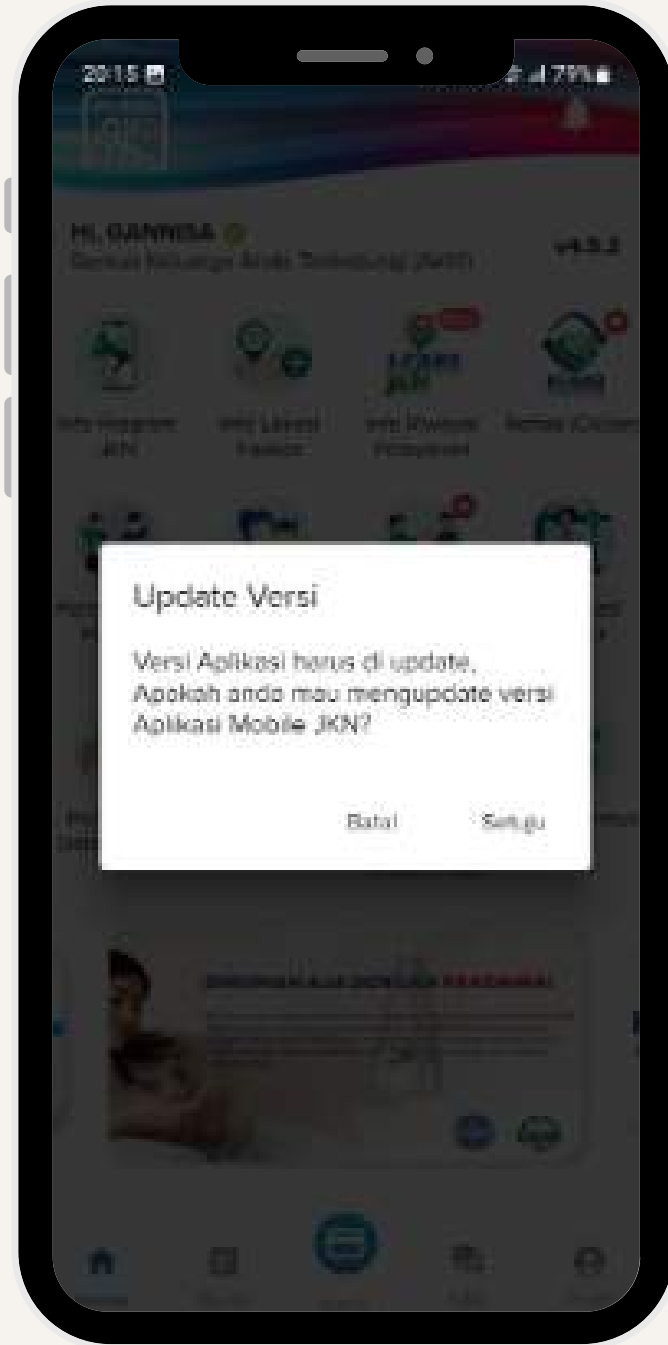
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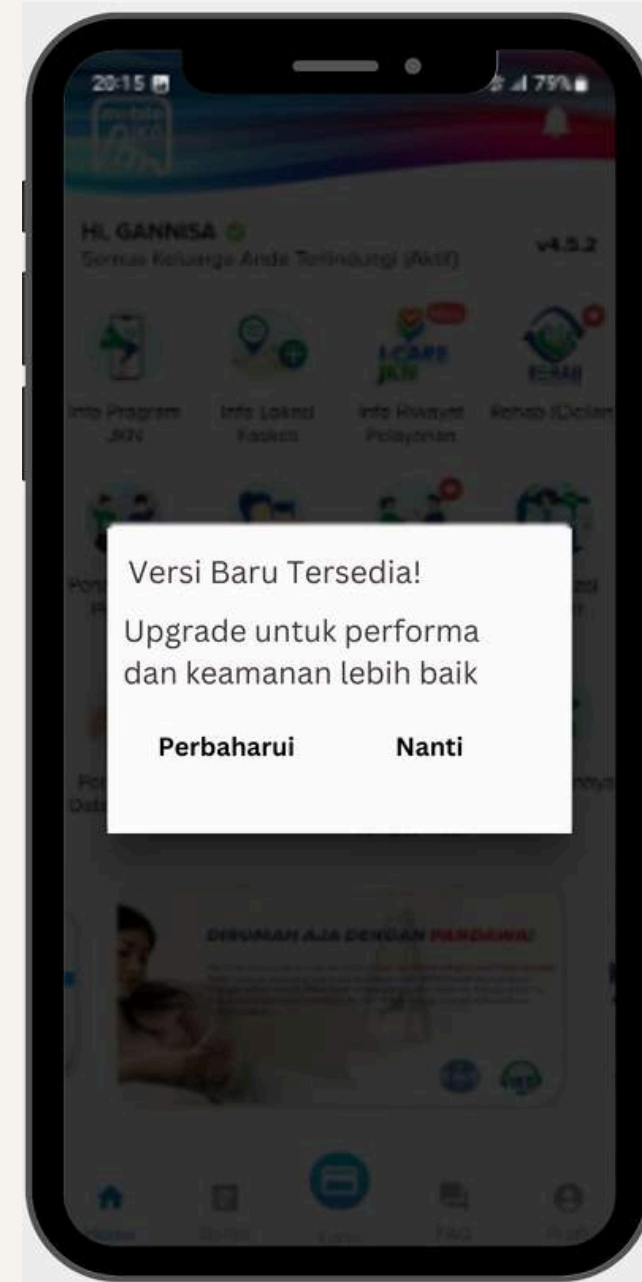
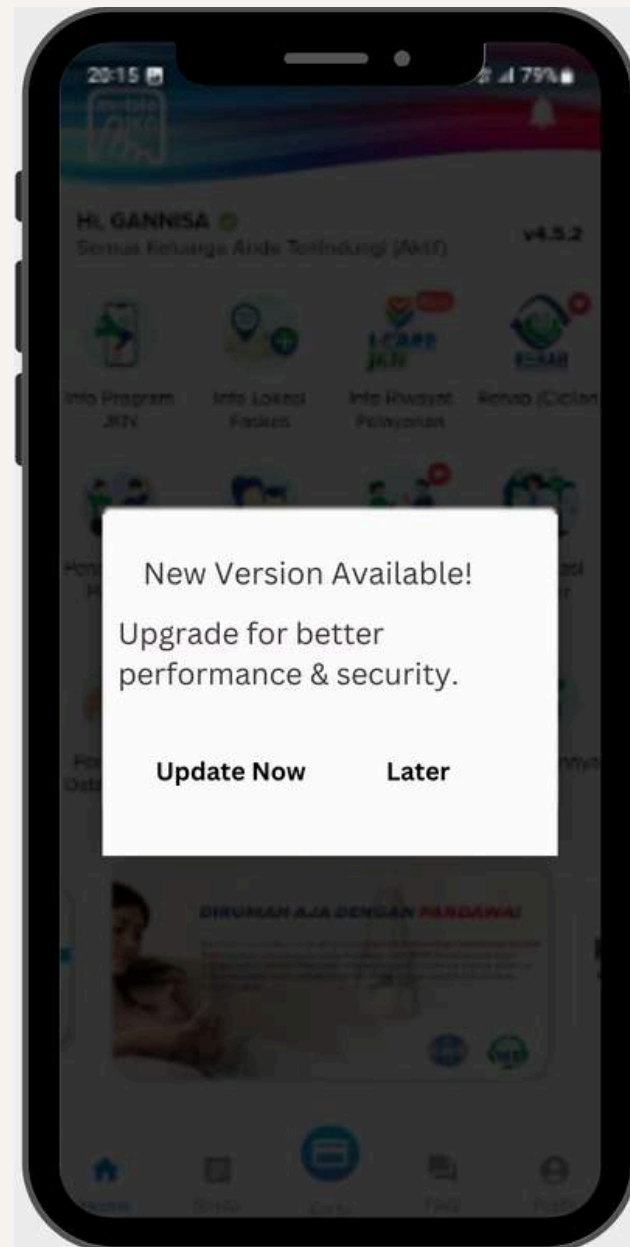
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# UX WRITING

# UX writing Pop up Message Mobile JKN



Before



After Eng and Ind Versions

[more details](#)

Wanna team up?



Anindita Dewi Anggraini



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