

Last Update : June 2025



CURRICULUM VITAE

Eva Fransisca, S. Sos

I have approximately 10 years of experience as a writer/digital writer. During that time, I have been involved in creating a wide range of content, including social media content (from strategy and concept to captions), website content (such as: product descriptions, "about us" page, FAQs, and more). SEO articles, and scripts.

My experience also includes copywriting (advertising language, taglines, customer communication messages), press releases and speech scripts, as well as ghostwriting for fiction books and non-fiction stories.

Personal Data

Date of Birth	: 26 February 1983
Nationality	: Indonesian
Religion	: Catholic
Home Address	: Jl.Nata Endah, Bandung
Mobile	: +628122120921
Email	: eva.frans10@yahoo.com
GraduatedFrom	: Sekolah Tinggi Ilmu Komunikasi (Bachelor of Arts, year 2005)

Experience

December 2016 - 31 Oktober 2024

Digital Content Planner & Social Media Planner (Marcomm. Assistant)

at PT. Berca Sportindo (League Indonesia)

Responsibilities:

- Develop storyline, content pillars, and content strategy for all digital platforms, collaborating closely with the creative team.
- Plan and execute marketing activities, both online and offline, including support for offline events.
- Manage and build relationships with influencers, KOLs (Key Opinion Leaders), and communities. This includes creating brand/product briefs, maintaining communication, and organizing meet-ups in collaboration with the Event & Sponsorship Division.
- Maintain website content, including translation between Bahasa Indonesia and English.
- Create compelling creative copywriting for new product campaigns.
- Develop media placement plans and timeline schedules for new product launches.
- Plan and schedule social media content across Facebook, Twitter, and Instagram.
- Design social media artwork, working in conjunction with the creative and Visual Merchandising (VM) divisions.
- Build and maintain a strong social media presence, including responding to Q&A from fans and followers, and coordinating with merchandisers and store operations in retail and modern markets.
- Measure and report on social media performance.
- Write press releases and cultivate relationships with journalists.
- Plan campaigns for the e-Commerce division.
- Prepare product knowledge materials, collaborating with the product division.
- Generate monthly reports.

November 2014 - November 2016:
Digital Content Planner Manager - Hisense Indonesia

Responsibilities:

- *Plan and execute all digital content strategies, including web, SEO/SEM, marketing databases, email, social media, and display advertising campaigns.*
- *Develop and manage both digital campaigns and offline marketing activities.*
- *Design, build, and maintain a strong social media presence.*
- *Measure and report on campaign performance and results.*
- *Brainstorm and implement new, creative growth strategies.*
- *Collaborate effectively with external agencies and vendor partners.*
- *Cultivate and maintain relationships with communities, buzzers, journalists, bloggers, endorsers, and YouTubers.*

June 2014 - November 2014:
Social Media Supervisor - PT. Kawan Lama Retail

Responsibilities:

- Lead the development of social media strategies for Ace Hardware and Informa Furnishings.
- Manage social media activation initiatives for Ace Hardware and Informa Furnishings.
- Oversee social media maintenance and activation across all PT. Kawan Lama Retail brands, including Chatime, Pendopo, Office1, Toys Kingdom, and Bike Colony.
- Orchestrate overall digital strategy.

September 2013 - May 2014
Social Media Specialist and Content Support - Jatis Mobile

Responsibilities:

- Oversee the strategic development and growth of social media platforms.
- Create engaging content for www.perempuan.com.
- Manage key brand projects, including Electronic City, Perempuan.com, and Chapter Digital Book

October 2008 - August 2013
Head of Content Creation & Digital Project Management - KlikWeb

Responsibilities:

- Oversee the development of web content and manage social media maintenance.
- Generate copy for advertisements, develop compelling copywriting, and brainstorm content ideas for all web platforms.

- Coordinate projects across various divisions (e.g., programmers, graphic designers), including setting project timelines.
- Organize and allocate project mandays.
- Manage projects for a diverse portfolio of brands, including Melinda Hospital, MelindaCare, Campina, Sharon Bakery, NewKube, Pipa SLG, CityKlik, MegaDiskon, Wedding Belle, Metro Indah Mall, Pasar Cisangkuy, Api Unggun Café & Resto, and i-Reflexology.

July 2006 - June 2008

Editor - Goers Fashion, Lifestyle, Entertainment Magazine

Responsibilities:

- *Develop and write engaging and informative articles and diverse content for Goers publications.*
- *Oversee and maintain the quality standards of all published stories to ensure they are compelling.*

January 2006 - April 2006

Journalist - Ice Fashion Magazine

Responsibilities:

- *Perform in-depth research for various article topics.*
- *Conduct interviews with relevant sources to gather information.*
- *Write, edit, and submit high-quality articles and copy.*
- *Attend events and produce comprehensive reports.*

August 2004 - April 2005

Freelance Writer - Cinemags Movie Magazine

Responsibilities: writing movie reviews
