

Salsabilla Avrilia Fauziah

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PROFILE

A versatile Content Creator and Brand Ambassador with extensive experience in creating engaging, sales-driven content for multiple platforms, including Instagram, TikTok, and YouTube. Proficient in the full content creation lifecycle, from planning and execution to performance reporting. Proven ability to generate significant reach and conversions, with a personal brand that has attracted collaborations with top brands such as Nvmee, Glad 2 Glow, Elumor, Fazzio, and CeraVe, creating campaigns that boosted engagement.

EDUCATION

London School of Public Relation | Jakarta, Indonesia

Bachelor of Communication

(August 2024 - Now)

- Major: Public Relation
- GPA: 3.7/4.0
- Relevant Coursework: Social Media Strategy, Digital Campaign Management

WORK EXPERIENCE

PT Global Indo Millennial

Content Creator

(July 2024 - Now)

- Content Strategy & Planning: Developed comprehensive content calendars based on weekly pillars (Product Future, Real Life, Pedia, Tutorial), including titles and references to ensure a consistent and effective content flow.
- End-to-End Content Production: Managed the entire content creation process from planning and conceptualization (Copywriting, Location, Angles, Caption) to taking footage, editing, and scheduling uploads.
- Performance-Driven Creation: Produced 20 pieces of content monthly, with 15 achieving viral status across mega, micro, and nano content formats. Successfully drove 3-5 sales conversions per month, tracked via yellow card system.
- Brand Ambassadorship: Served as a brand talent for NVMEE, creating engaging content for their Instagram, YouTube, TikTok, and various marketing materials like marketplace and reseller posters.
- Public Speaking: Hosted a seminar event for a hair tutorial, effectively engaging attendees and demonstrating product knowledge.

Live Streamer

(July 2023 - July 2024)

- Live Sales Host & Product Expert: Acted as a live sales host for NVMEE, a brand specializing in hair tools. Successfully showcased product features and benefits, answering customer questions in real-time to drive sales and engagement.
- Sales Conversion & Strategy: Gained experience in live commerce, utilizing sales techniques to convert viewers into customers. Successfully contributed to sales, with 3-5 content pieces converting directly to sales, as evidenced by "yellow card" tracking.
- Content & Brand Promotion: Leveraged strong on-camera presence to create and promote content across multiple platforms, including Instagram, YouTube, and TikTok, significantly boosting brand visibility.

- Audience Engagement & Community Building: Built and maintained audience engagement by creating relatable and informative content, leading to a stable and growing view count and reach.
- Cross-Platform Performance: Demonstrated proficiency in creating content that performs well on various platforms, from short-form TikTok videos to longer-form YouTube content, ensuring a consistent brand message.

SKILLS

Languages :

- Indonesia (Native)
- English (Professional working proficiency language)

Certifications :

- British Council English Certificate: Upper-Intermediate

Software :

- MS Office (Advanced Level)
- Google Suites (Advanced Level)
- Capcut (Advanced Level)
- VN (Advanced Level)
- Canva (Advanced Level)
- Wink (Advanced Level)
- Meitu (Advanced Level)