

RIZA ISMI
SYAHFIRA

Copywriter
Digital Marketing & Data Enthusiast

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portfolio

July, 2023.

MY RESUME



Marketing enthusiast who passionate to build good marketing and brand strategy, also write incredible copywriting. I'm constantly learning and developing my skills.

SOCIAL MEDIA



<https://linkedin.com/in/rizaismisyahfira/>



<https://medium.com/@rizaismi>

EDUCATION



UNIVERSITAS SRIWIJAYA

Bachelor of Agriculture, Major in Agroecotechnology 2023

GPA 3.73



BELAJARLAGI HQ

Fullstack Digital Marketing Cohort-10 (Dec 2022-Feb 2023)

SKILLS & TOOLS

COPYWRITING

BRAND STRATEGY

CONTENT STRATEGY

UX WRITING

CANVA

META ADS

RIZA ISMI
SYAHFIRA

Copywriter
Digital Marketing & Data enthusiast

about projects

MENGAPA MEMILIH TRIVENLY?



Bukan sekadar beli tiket jalan

Tidak hanya sekadar membeli tiket perjalanan. Kamu akan mendapatkan petualangan, merasakan pengalaman baru, dan menciptakan kenangan yang tak terlupakan.



Pilih travel agency

Terdapat beragam travel agency yang tergabung sebagai mitra di Trivenly. Pilih travel agency yang sesuai denganmu, dan jadikan perjalananmu sangat berkesan.



Penawaran harga terbaik

Harga paket perjalanan di Trivenly sangat friendly. Stay update untuk mendapatkan informasi harga promo dan penawaran spesial hanya untuk kamu.



Perjalanan yang teratur

Semua perjalanan sudah memiliki itinerary yang teratur dan terjadwal. Kamu tidak perlu khawatir akan tersesat maupun perjalananmu menjadi tidak terarah.

view

01



MARI MULAI SEKARANG

Jelajahi berbagai destinasi di dunia 🚀

Ribuan destinasi wisata menunggumu. Rencanakan perjalanan liburan dengan mudah. Tentukan tempat yang ingin dikunjungi berdasarkan durasi dan budget liburan yang ideal.

TEMUKAN PERJALANAN

HOW IT WORK?

1

Pilih paket perjalananmu

Pilih jenis paket perjalanan yang kamu inginkan dan harga sesuai kebutuhanmu.

2

Pesan paket perjalananmu

TRIVENLY

DISCO

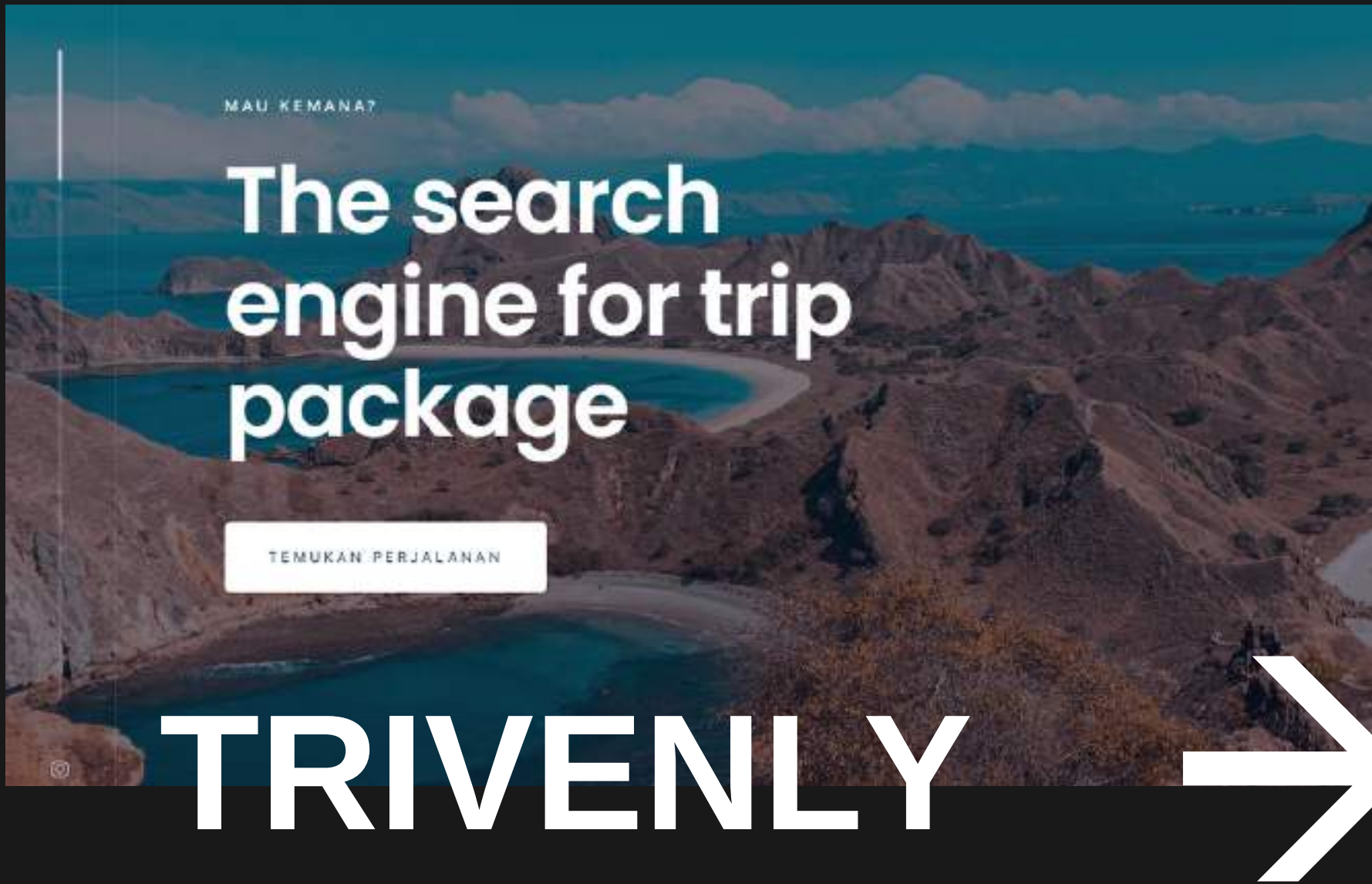
TRIVENLY TRIP

Rasakan perjalanan yang tak terlupakan bersama orang tersayang 😊

Lakukan perencanaan liburan yang mudah serta jelajahi berbagai tempat destinasi wisata menarik dengan fasilitas yang lengkap. Nikmati liburan yang berkualitas bersama keluarga.

JELAJAHI

ux writing



trivenly.com

I made a ux writing of trivenly.com for all pages and features which concise, clear and useful for user. Beside that, I also made the brand voice, brand character, working with the designers to make microcopy that will help user. I also worked on studying its fundamental of the product aspect such as value proposition and usp to help the owner recognise the core bussiness.

Conducted and produced the ux writing/microcopy of the website

A B2B and B2C based website to search travel packages. The main feature is that you can search any trip packages such as open trip and group trip. Also another feature is, as travel agency you can register your packages to trivenly.



ux writing

Trivenly Title & Description for Website www.trivenly.com

What's Missing?

Title 8 characters Trivenly

Description Description is missing!

Title

Trivenly - Rasakan Kemudahan Memesan Paket Liburan Sesuai Keinginanmu
Trivenly - Pesan Paket Perjalanan Sesuai Kebutuhanmu
Trivenly - Platform Pemesanan Paket Wisata Lokal & Domestik
Trivenly - Temukan Paket Wisata dan Agen Travel Sesuai Kebutuhanmu
Trivenly - Jelajahi Dunia dengan Paket Tur Terbaik

Description

Temukan paket wisata terbaik untuk liburan yang menyenangkan. Maksimalkan pengalaman liburanmu dengan menjelajahi destinasi wisata dan durasi liburan sesuai keinginanmu

Jelajahi beragam tempat indah dengan pilihan destinasi wisata, durasi liburan dan budget yang sesuai kebutuhanmu. Pesan paket wisata untuk pengalaman liburan yang maksimal.

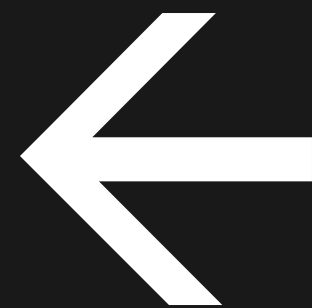
Jalani liburan anti ribet yang pas di budget. Pesan paket wisata dengan destinasi dan durasi liburan sesuai keinginanmu hanya di Trivenly.

Eksplor dunia dengan berbagai paket wisata terbaik bersama travel agen unggulan. Tentukan destinasi wisata dan durasi liburan ala kamu. Dapatkan harga terbaik untuk pengalaman liburan yang menyenangkan.

Jelajahi beragam tempat dengan ribuan pilihan paket wisata beserta durasinya. Jalani liburan sesuai keinginanmu

I made the meta title and description of the website, so it will be easier to find the website through Google. I recognised the description was missing so I worked on 5 copies to offer to the owner

TRIVENLY



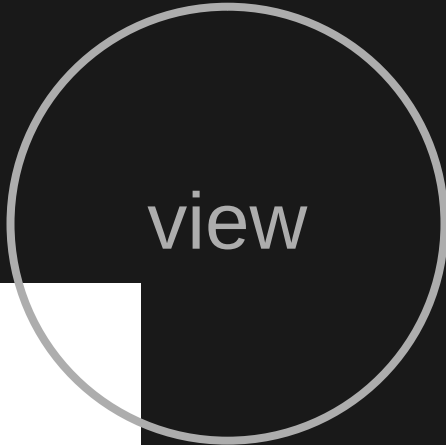
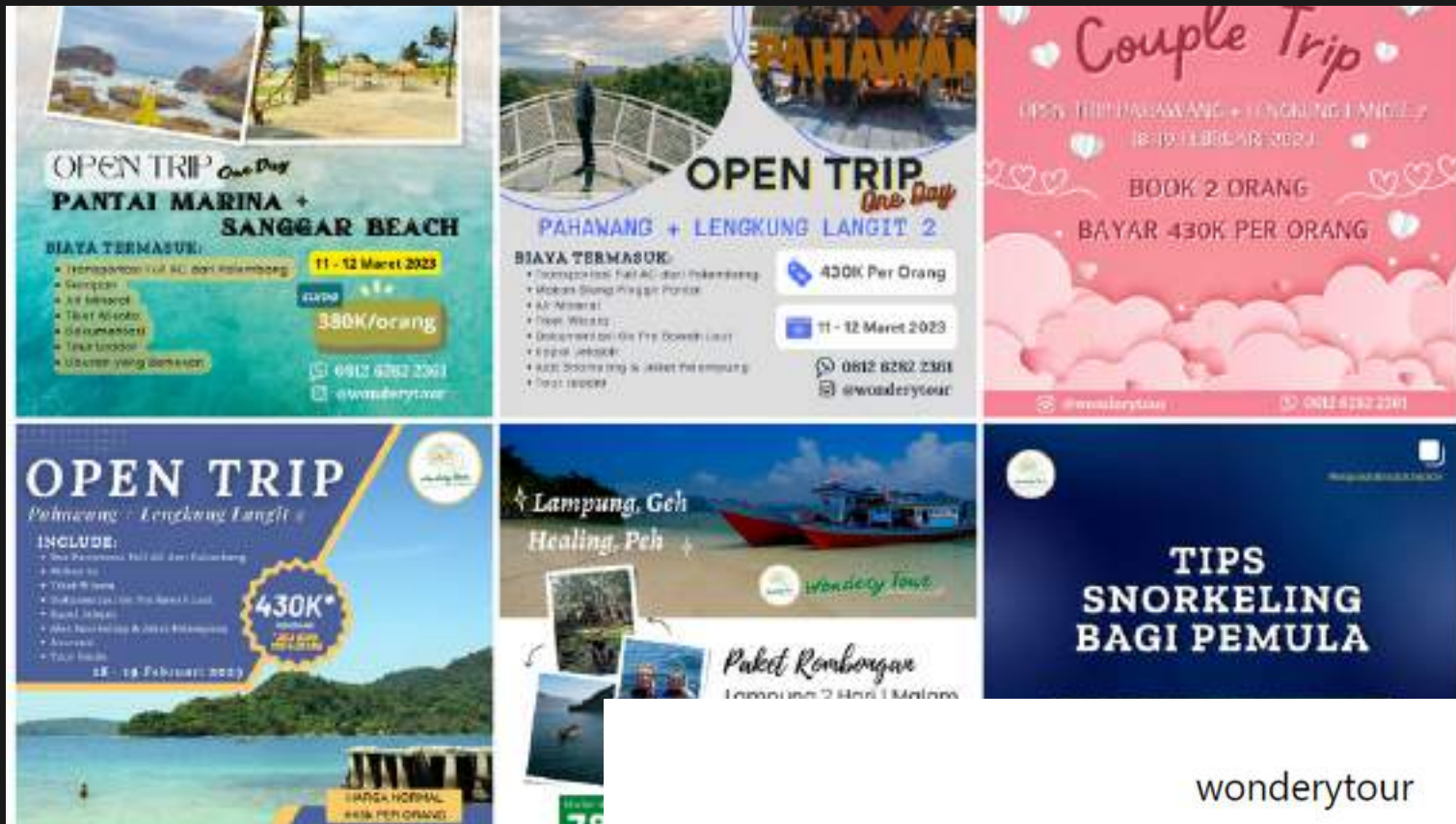
trivenly.com

TRIVENLY DISCOVER BLOG JOIN US DESTINASI

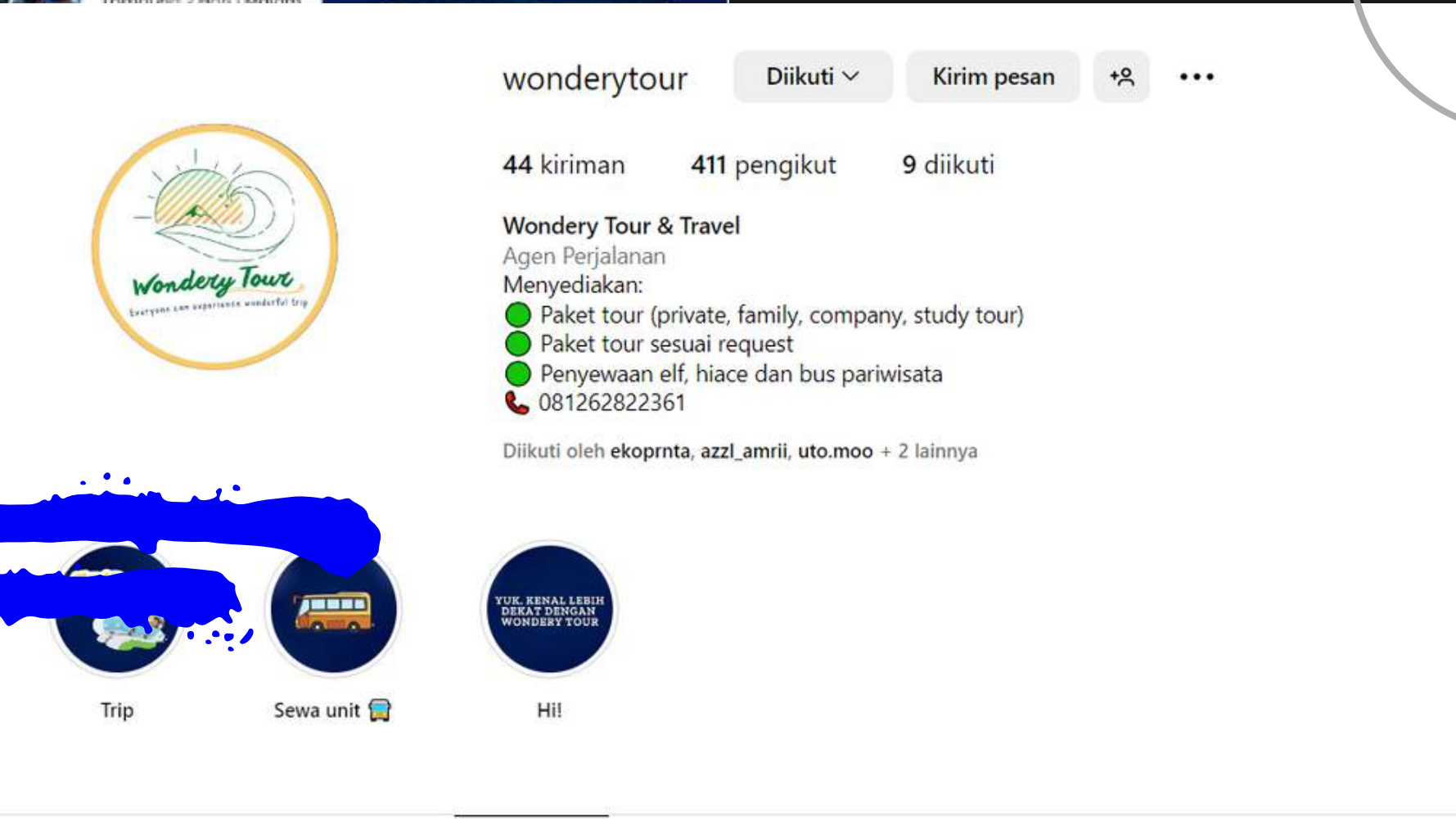
DABUNG SEKARANG

Bergabung sebagai partner travel agency di Trivenly

LIST TRAVEL AGENCY DAFTAR SEKARANG!



02



wonderytour A glimpse of Open Trip Pantai Marina + Kampoeng Vietnam. Sampai bertemu lagi di trip berikutnya 🤝😊

Yuk, rencanaain liburan kamu bareng Wondery Tour!!

- Wondery Tour menyediakan:
- ✅ Penyedia jasa wisata family trip, grup trip dan perusahaan trip
 - ✅ Penyedia jasa wisata study tour, study banding dan KKL.
 - ✅ Paket wisata sesuai permintaan peserta
 - ✅ Penyewaan hiace, elf & bus pariwisata

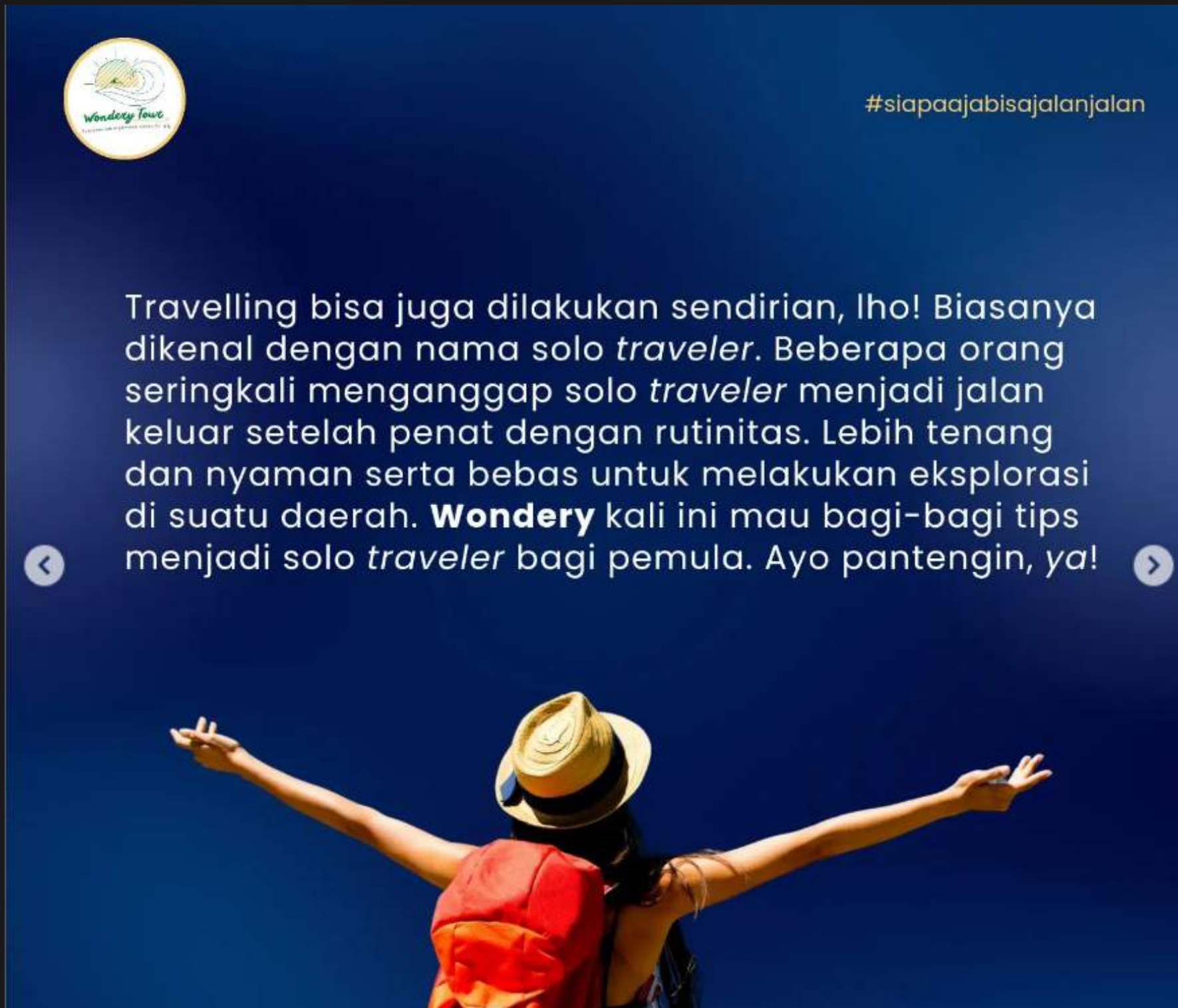
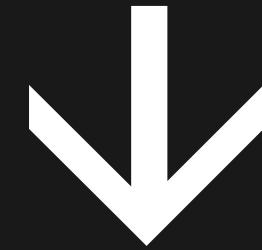
Untuk informasi dan pemesanan, hubungi:
☎️ 0812 6282 2361

#liburan #liburanmurah #opentripid #opentrip #opentripmurah #opentrippahanang #lampung #palembang #healing #wisatalampung #bali #jogja #padang #bandung #jakarta #bromo #sewabuspariwisata #sewabuspariwisatapalembang #sewahiacepalembang #sewaelfpalembang

6 hari

Source: <https://www.instagram.com/wonderytour/>

WONDERY TOUR



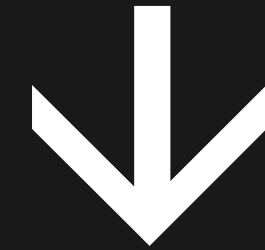
A travel agency based in Palembang who provide many products relate to travel and tourism like open trip, group trip, even car or bus rent.

Social media copywriter and content creator.

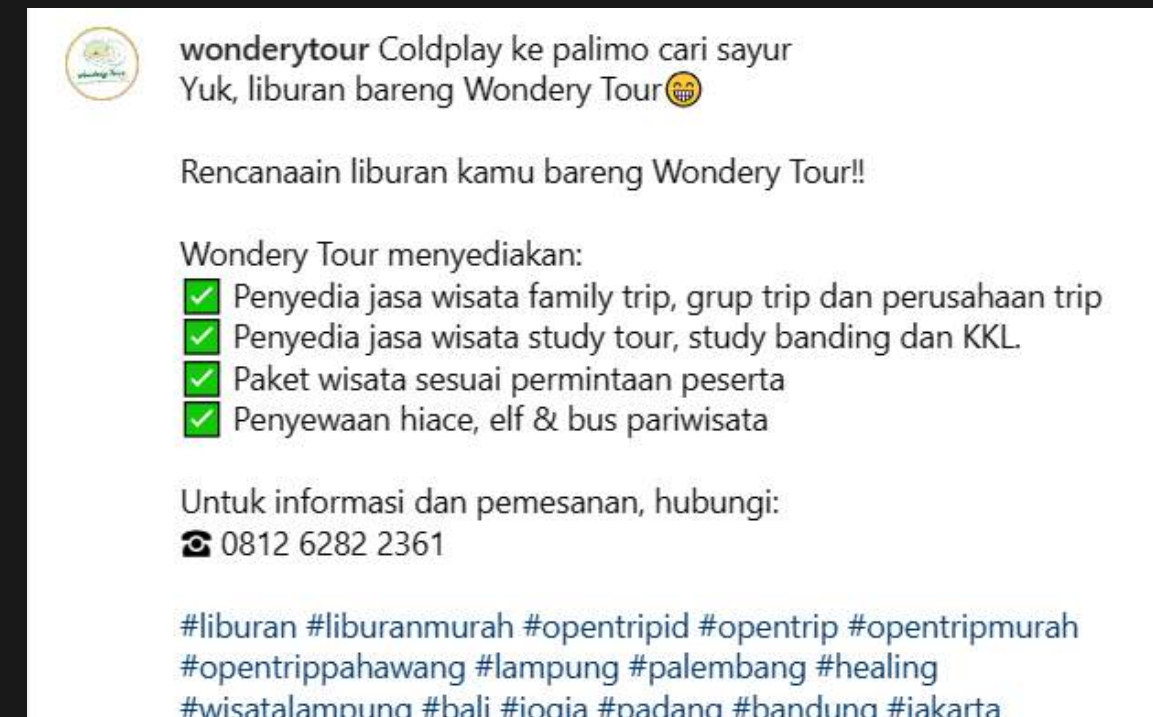
As social media specialist, I made content plan for Instagram and also its creative and copywriting. Beside that, I wrote, researched and made several microblogs for Instagram feeds. For the first five months since launching, achieved 400 followers on Instagram.

social media specialist

WONDERY TOUR



Beside that, I created brand voice and tone which part of brand's identity. Also, I made content strategy for brand's instagram presence, this also includes type of content, which topic to covers and also content strategy in marketing product.



social media specialist

seucapnyata Ikuti Kirim pesan +id ...

68 kiriman 593 pengikut 0 diikuti

Seucap Nyata
A simplicity with ethically made to bandage your soul.
✿ free ongkir ✿
seucapnyata.com
msha.ke/seucapnyata

Diikuti oleh fikri_viki, nrafiifah, dan primriva

Joy pants



view

03



Seucap Nyata
Ola Tartan Outer

copywriter



Social media copywriter

SEUCAP NYATA

POWERED BY BELAJARLAGI



Seucap Nyata is a women fashion brand based in Jakarta. Their quirks are the fashion that is timeless, elegant yet casual. Their channels in selling their product are Instagram, e-commerce and website.

My project in bootcamp is handling a fashion brand and conducted a campaign to advertise the products within 5 days. I as part of copywriter team wrote the copy of each creatives. Also helped the team to decide about campaign strategy. The campaign successfully resulted two sales and 2,77% CTR; 285 link click; CPR Rp. 913 for best result of the campaign that held within 5 days.

Let's Connect and
Create Incredible Project
Together



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