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# JENNIFER CHANDRA

B.S., M.S.

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Los Angeles, CA 90006

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## EXPERIENCE

### LIBERTY SOCIETY

#### Campaign Manager

March – July 2021  
Jakarta, Indonesia

- Formulated and run B2C and B2B marketing campaigns with the goal of acquiring and retaining customers.
- Accomplished the procedure, implementation, tracking, and measurement of marketing campaigns.
- Mentored interns to share techniques and maximize performance.
- Negotiated influencer contracts and coordinated influencer content for a collaboration campaign, including live events (webinar through Zoom and talkshow through Clubhouse).
- Managed and grew the brand's Instagram followers by 60% within 4 months (@liberty.society @housebyliberty).

### XOMAD LLC

#### Marketing Associate

March – Dec 2020  
Manhattan Beach, CA

- Contributed to the collaborative development, creation, and execution of weekly blogs and email campaigns.
- Strategized content development, created content, executed content scheduling, tracked and reported social metrics, and actively engaged on 6 social media channels for The Plug by Xomad (IG: @theplugbyxomad).
- Grew the Instagram's followers by around 100% within 9 months.
- Identified and reached out to new micro & nano influencers to be a part of our influencer network and created content for our campaign.

### EVODEMY

#### Social Media Project Manager

July – December 2019  
Surabaya, Indonesia

- Assisted to the marketing campaign design, content development and creation, and copywriting for clients.
- Established social calendar, created a consistent stream of content, and maintained a consistent brand voice.
- Developed training material for new employees through corporate knowledge management system.

### EVODEMY

#### Community Manager

May 2018 – December 2019  
Surabaya, Indonesia

- Established a local digital nomad community in Indonesia through Instagram, contributed to the content development and Instagram account management (IG: @wethenomad).
- Organized and arranged in-person events for local digital nomads, reached out to entrepreneurs and business owners as speakers, and maintained the online presence of the community.

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## VOLUNTEER

### PERMIAS Los Angeles

#### Creative Media

November 2017 – May 2018  
Los Angeles, CA

- Created promotional materials for Indonesian events in Los Angeles
- Worked together with Public Relations team to implement ideas to promote events utilizing social media

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## EDUCATION

### Master of Science

#### Entrepreneurship and Innovation

University of Southern California  
2021 – 2022

### Bachelor of Science

#### Business Administration – Marketing Management

Biola University  
2016 – 2019

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## TECHNICAL SKILLS

Social Media Marketing  
Social Media Optimization  
Social Listening  
Community Management  
Digital Marketing

Content Strategy  
Content Creation  
Content Development  
Content Marketing  
Copywriting

Market Research  
Project Management  
Email Marketing  
Graphic Design

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