

Billy Fadhila

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Education

Master of Professional Studies Candidate, Interactive Telecommunication Program

New York University, Tisch School of the Art

Relevant Extra Coursework :

- Business Law (Stern School of Business)
- Innovation & Design (Stern School of Business)

Expected Graduation : May 2026

Bachelor of Communication Science, Majoring in Journalism

Universitas Padjadjaran, Faculty of Communication Science

Graduate in 2017, GPA : 3.28/4.00

Experience

UX Writer Lead

Eraspac

Jan 2022 - Jul 2024

- Developed a comprehensive design system and tone of voice guide for User Experience (UX) Writing across Eraspac's digital products, enhancing communication consistency.
- Partnered with UX design, research, and product teams to optimize user flows for new features and address pain points.
- Created a UX Writing Playbook and product content guidelines covering all aspects of Eraspac's digital ecosystem.
- Led the revamp of Eraspac e-commerce platform, focusing on UX writing and user flow improvements.
- Implemented data-driven enhancements to UX Writing based on research findings.

Copywriter

Tokopedia

Apr 2019 - Jan 2022

- Crafted creative concepts for integrated campaigns across print, web, and social media platforms.
- Wrote scripts for videos and jingles, achieving over 1 million views.
- Developed high-performing push notifications that significantly boosted app engagement.
- Collaborated with the product team to enhance feature usability.
- Spearheaded copywriting for Tokopedia's largest shopping campaign, "Waktu Indonesia Belanja," contributing to 1.3 Billion USD in transactions.
- Conceptualized and executed an in-app promotional campaign featuring K-pop group BTS.

Social Media Officer

Kana Cipta Media

Dec 2017 - Apr 2019

- Managed client social media presence across Instagram, Twitter, Facebook, and YouTube.
- Increased client's social media following by 30% through engaging content and consistent posting.
- Developed innovative customer engagement strategies, driving significant follower growth.
- Delivered successful pitches by effectively communicating product value propositions and unique features.
- Utilized analytics to track engagement, create reports, and identify areas for marketing improvement.

Skills & Competencies

UX Writing | Copy writing | Content Strategy | User Flow Design | Campaign Strategy | Digital Product Design |
Team leading | Team Collaboration | Physical Computing

Language Proficiencies

Bahasa Indonesia : Native
English: Professional Working Proficiency (TOEFL IBT: 99/120)

Certification

Digital Product Management | Semesta Akademi, Indonesia (2023)
UI/UX Design & Research | Binar Academy, Indonesia (2021)