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Glendale, CA 91205

# YUSKA LUTFI TUANAKOTTA

## SKILLS

### Photography:

Nikon D750 (full-frame),  
photo retouching

### Visual design:

Photoshop, Illustrator,  
InDesign, Lightroom,  
Premiere Pro

### UI/UX:

Wordpress, Editor  
X/Wix, Shopify,  
Magento, OpenCart,  
BigCommerce,

### Email, Ads, Analytics:

MailChimp,  
ConstantContact,  
FreshDesk, Acuity  
Scheduling, Google  
Ads, Taboola, Facebook,  
Instagram, Twitter

### E-Commerce:

Amazon Seller Central,  
Syndigo, eBay,  
Faire, FashionGo, LA  
Showroom, OrangeShine

### Languages:

English, Indonesian  
(native); CSS, HTML5

## EDUCATION

2014

MFA, Creative  
Nonfiction, Saint Mary's  
College of California

2013

MFA, Creative Fiction,  
Saint Mary's College of  
California

2004

BS, Communications/  
Advertising  
Universitas Indonesia

## EMPLOYMENT

### Prima USA Travel Inc (Commerce, CA)

October 2021 - present

\* **Type:** wholesaler & retailer (luggage, bags)

\* **Position:** Marketing Coordinator (full-time)

\* **Major projects:**

revamping primausatravel.com, building puiche.com and vinovia.com.

\* **Responsibilities:**

taking lifestyle photos and video footage of products, creating content for ecommerce and social media channels (Facebook, Instagram, LinkedIn, Twitter, and Pinterest), ad buying, finding press opportunities, copywriting and proofreading

### Mono B Clothing (Vernon, CA)

April 2017 - August 2021

\* **Type:** wholesaler (activewear, athleisure wear, loungewear, swimwear)

\* **Position:** Creative Head Sales & Marketing/VIP Liaison Manager (full-time)

\* **Achievements:**

+ USD 200K growth/monthly (year-over-year calculation) in e-commerce sales since 2017

+ 150% increase in engagement after SEO overhaul and native ads deployment

+ 30-day turn-around time of building a Shopify website from scratch

\* **Initiatives:**

creating brand visual identity, seasonal editorial books, thematically curated sections on the website, blogging; rewire-framing of the Magento website; creating ads with Google and Taboola

\* **Major responsibilities:**

designing (UI/UX integration, digital, print, MailChimp campaigns), retouching photos, copywriting and proofreading, creating contents, maintaining and troubleshooting multiple wholesale platforms (with focus on Magento and OpenCart), interpreting Google Analytics and other sales & conversion reports

\* **Secondary responsibilities:**

photographing (for editorial books and products), creating mock-ups for private label customers, providing customer & sales service, processing orders (Authorize.net, PayPal, FedEx, UPS, USPS)

### Accessories West Imports & Olivia Leigh Jewelry (Van Nuys, CA)

October 2015 - February 2017

\* **Type:** wholesaler and retailer (fashion jewelry)

\* **Position:** Photographer & Graphic Designer (part-time, promoted to full-time)

\* **Initiatives:** creating editorial-style photos, rewire-framing of the website

\* **Responsibilities:**

photographing (product and editorial), copywriting, designing (digital, print, UI/UX integration, ConstantContact campaigns), creating contents and maintaining BigCommerce site and eBay listings

### Downtown LA Public Library Adult Literacy Center (Los Angeles, CA)

July 2014 - February 2020

\* **Type:** nonprofit (education)

\* **Position:** English-Writing Teacher (weekly, unpaid/voluntary)

\* **Responsibilities:** researching and preparing class topics, teaching, correcting student's work