323-364-3761
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yamlettucetomato.com
Glendale, CA 91205

YUSKA LUTFI TUANAKOTTA

(Re)branding | Digital & Print Design | Writing | Photography | Videography

SKILLS

Design:
Photoshop, Illustrator, InDesign, Lightroom, Premiere Pro, Canva

UI/UX:
WordPress, Editor X/ Wix, Shopify, Magento, OpenCart, BigCommerce

Newsletter:
Klaviyo, MailChimp, Constant Contact

E-Commerce:
Amazon Seller Central, Syndigo, eBay, Faire, FashionGo, LA Showroom, OrangeShine

Photography:
Nikon D750 full-frame, photo retouch

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

YamLettuceTomato (Los Angeles, CA)
October 2015 - present
* Type: self-employement (photography, visual design, copywriting studio)
* Notable projects:
+ The Fashion and Race Database® (digital & print design, photography, videography)
+ Reckoning with Redress immersive game (graphics & sound editori)

Prima USA Travel Inc (Commerce, CA)
October 2021 - August 2023
* 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

Find the more complete timeline for projects and work experience on yamlettucetomato.com