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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

YamLettuceTomato (Los Angeles, CA)
October 2015 - present
* **Type**: self-employement (photography, visual design, copywriting studio)

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

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YUSKA LUTFI TUANAKOTTA

EMPLOYMENT

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

Saint Mary's College/Lafayette Parks & Rec (Moraga, CA)
February - May 2014
* **Type**: nonprofit (education)
* **Position**: Memoir-Writing Facilitator (internship)
* **Responsibilities:** researching and preparing class topics, teaching, correcting student's work
* **Initiatives:**
  creating, managing, and designing the blog; curating, editing, and designing the Spring 2014 Lafayette Seniors Memoir Writing Workshop Anthology