

# Cheka Duheme

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## Objective

- A highly motivated marketing specialist with extensive experience in marketing and copywriting seeking to jumpstart their career in a full-time role.
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## Education

Bachelor of Arts in Interdisciplinary Studies  
University of British Columbia

September 2018 – May 2023  
*Vancouver, BC, Canada*

- The interdisciplinary focus of my program is English, Media, and Asian Studies.

High-School Diploma  
International School of Jakarta

September 2011 – May 2015  
*Jakarta, Indonesia*

- Completed certificates from the International Baccalaureate (IB) and Advanced Placement (AP). The accreditations I received are for French, English, history, and business. The AP certificate I had taken is Studio Art: 2-D Design.
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## Experience

### Copywriter

Sukoshi Mart

April 2022 – Present  
*Ottawa, ON, Canada*

- Conducting demographic research and incorporating data into campaign strategy.
- Developed copy for online content while adhering to the company's brand identity.
- Incorporating keywords and phrases into copy according to SEO best practices.

### Social Media Coordinator

Knixwear (Knix)

August 2019 – August 2021  
*Vancouver, BC, Canada*

- Wrote social media and online content to increase engagement with customers.
- Tracked and analyzed social media and online marketing initiatives.
- Scheduled and published content using social media management tools such as Hootsuite.

### SEO Specialist

Blundstone Canada

August 2018 – August 2019  
*Vancouver, BC, Canada*

- Conduct keyword research to identify high-traffic, relevant searches for the company.
- Implement strategies to improve search engine rankings and website visibility.
- Analyze and monitor website performance using SEO analytics tools like SEMRush.

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## **Certificates**

### **Google Digital Garage**

- E-commerce Marketing
- Project Management

### **BrainStation**

- Search Engine Marketing
  - Social Media Marketing
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## **Technical Competency**

- Microsoft Suite
  - Adobe Suite
  - Mailchimp
  - SEMRush
  - Hootsuite
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## **Interpersonal Skills**

- Meticulous
  - Diplomatic
  - Adaptable
  - Good-Natured
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## **Languages**

- Fluent in Indonesian
  - Fluent in English
  - Intermediate in French
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## **References**

- Available on request