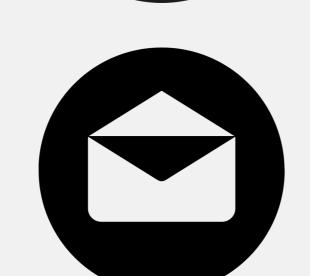


FILANANDA ANDRIES

Senior Social Media & Community Manager



(1) +33 6 74 70 88 49



filanandandries@gmail.com



Paris, France

PROFILE

Accomplished Senior Social Media and Community Manager with over 5 years of experience in digital communication, ereputation management, and social media strategy. Known for driving significant engagement, boosting brand reputation, and managing high-profile digital campaigns with a deep understanding of the luxury sector's digital landscape.

EDUCATION

Chinese Literature HARBIN INSTITUTE OF TECHNOLOGY 2014-2018

EXPERTISE

- Community Development
- Community Management
- Community Metrics Analysis
- Creators/Influencers Management
- Content Planning
- Brand Partnerships
- Social Media Management & Ops
- UGC/PGC Management & Ops
- Social Media Metrics Analysis
- SEO/SEM

LANGUAGES

- English (Native/C2)
- French (Professional/C1)
- Mandarin Chinese (Professional/C1)
- Indonesian (Native/C2)
- Korean (Ltd. Professional/A2)
- Russian/Spanish/Dutch (Notions/A1)

SOFTWARES

Social Media Platforms

Instagram

X (Twitter)

TikTok

Snapchat

YouTube

Discord

Facebook

LinkedIn

Analytics Tools

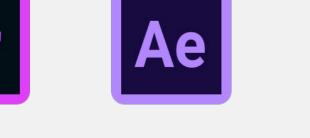
- Google Analytics SproutSocial
- Google Trends Hootsuite
- Sprinklr RivallQ

Design & Editing





Adobe After Effects, Figma, Capcut





Adobe Photoshop, Adobe Illustrator, Adobe Premiere Pro,

EXPERIENCE

EU SENIOR COMMUNITY MANAGER (TIKTOK EFFECT HOUSE)

Paris, France

TikTok 2022 - present

- Senior EU Community Manager, TikTok AR Ecosystem (Effect House) 2022present
- Launched GTM campaigns for AR tool features on TikTok including Effect Creator Rewards (\$6M creator fund)
- Managed a portfolio of 100+ Effect House Ambassadors/Top AR creators across EU
- Build weekly community health tracker dashboards and reported weekly to XFN stakeholders across ByteDance.
- Conducted data and trends analysis to track and enhance community growth metrics.
- Launched a featured in TikTok's first developer conference (TikTok Effect House) Open House), also featured TikTok CEO Shou Chew and had 13,000+ creators worldwide tuned into the livestream.
- Collaborated with EMEA XFN stakeholders to drive strategic creator growth and establish a localized content ecosystem.
- Led key projects including high-profile partnerships of effect commissions and challenge collaborations:
- Cannes International Film Festival, Daft Punk, Eurovision, Billie Eilish, Duolingo, Dior, etc.
- Represented EU AR creators and developers community for all XFN teams at ByteDance including Product, Engineering, Content Partnerships, Trust & Safety, Support, PR, Marketing, and Sales.
- Improved community inclusivity through innovative themed projects, such as: Localized tutorials, tutorials with sign language (ASL), Pride and BHM activations, etc.

HEAD OF SOCIAL MEDIA

Jakarta, Indonesia Jakarta Simfonia Orchestra | 2022 - present

- Launched, plan, design, implement and monitor social media marketing campaigns where I create, curate, plan and manage social media contents (content series, working with 3rd party contractors to shoot promotional reels) that contributed to 47% increase in ticket sales at each concert (97-100% sold out for each concert)
- Increased social media performance stats by 3x on average within 1 year (430% follower increase, avg. 0.8% E. Rate/followers, avg. 7-9% E. Rate/ reach)
- Create comprehensive marketing plans to boost brand image, increase customer engagement and improve conversions

KOL & SOCIAL MEDIA MANAGER

Jakarta, Indonesia - Shanghai, China Moonton Games | 2019 - 2022

- Increased follower count and engagement rate of each platform by 10x over 3 years.
- Highlight: Instagram @realmlbbid from 1,2M to 11M, monthly avg. 1% E.Rate/followers.
- Increased DAU by 213% within 1 year through social media campaigns.
- Managed a portfolio of 300+ KOLs of various levels (10K to 10M+ followers) and create monthly missions to create contents around campaigns.