

Dear Project Manager,

My first experience in translation was back in Senior High School, when my sworn-translator father allowed me to help him for extra pocket money in 2002. Now, 20 years later, I have a running career as a journalist, editor, marketer, and communicator working for big corporate names in the media and retail industry. Throughout the years, I continued to work as a translator, localizer, editor, and proofreader.

I gained my professional certification for English-Indonesian translation from Indonesia's leading university, the University of Indonesia, in 2008. Since then, I have been taking on a wide variety of projects in the fields of general text, marketing, business, financials, legal, IT, tech, gaming, crypto, real estate and property, and media, to name a few.

I have worked with multiple translation tools and I am always looking to learn more. These include SDL Trados Studio, MemoQ, MemSource, WordFast Pro, etc. I currently own an official license for SDL Trados Studio 2014. I also maintain a network of fellow translators and can recruit and organize a team of translators for larger scale projects if necessary.

One project that I would highlight was translating a 400-page field training manual created by the United States Ministry of Defense for the benefit of the Indonesian Police Force during my position as Intern Translator for the US Embassy.

Another meaningful one is when I was part of the translation team to localize an RPG mobile game called Simure Viking with a very interesting storyline and narrative. I was challenged to localize many English colloquial language and idioms without compromise the natural flow of the text and within the allocated character limitation. My part had me translate 24,000 lines worth of story and game mechanics using MemSource.

I am constantly looking to take one more translation project to ever sharpen my linguistic skills, and I hope that I may be considered to contribute to your project. If you have any questions regarding my application or my experience, please feel free to reach out to me via email at rkoetin@yahoo.com or my WhatsApp at +62 856 188 0336.

Thank you for your time in considering my application. I am looking forward to hearing from you.

Respectfully,

Refa Koetin

Refa Koetin

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PROFILE SUMMARY

EDITORIAL CAREER

Having started my editorial career as a **Staff Writer** in a prominent international print media company, I was exposed early on to many facets of the business, from key industry leader interviews to opinion pieces.

Wearing the mantle of **Managing Editor**, I then oversaw the entire production from editorial planning to printing, including managing a pool of contributors. I frequently traveled overseas handling top-level assignments and executing crucial executive decisions whenever necessary.

Conversing with international leaders and influential business figures has shaped me to be a critical yet open-minded editor with sound leadership and a penchant for producing quality editorial pieces.

COMMUNICATIONS AND BEYOND

After a decade-long media career, I challenged myself to take on a new role in communications as **Head of PR and Events** for a global retail brand. My networking experience offered an advantage in maintaining media relationships, while my organizational skills helped me plan and execute corporate events without missing any detail.

I was recently promoted to **EMEA & CIS Region Lead**, handling major clients in said regions. I'm ready to take on the next challenge to strengthen my skillsets.

LINGUISTICS

ENGLISH

Native-level proficiency
TOEFL 650
IELTS 8.0
TOEIC 945

INDONESIAN

Native speaker

TOOLS

UTILITIES

Microsoft Office Suite
Microsoft Teams 365
Wordpress
Avid Xpress Pro Trados
Memsource Translation tool
Adobe InDesign (basic)
Adobe Illustrator (basic)
Adobe Photoshop (basic)
Wondershare Filmaker

PROJECT TRACKERS/PRODUCTIVITY

Monday.com
Trello
Notion

EDITORIAL

WRITING

Creative
Analytical
Expository
Persuasive
Argumentative
Narrative

EDITING/PROOFREADING

Copy-editing
Sub-editing
Academic Proofreading
Print Media Proofreading
Business Proofreading
Translation Proofreading

COMMUNICATIONS

Written communications
Public speaking
Corporate communications
Media relations
Contributor/talent management
Presentation skills
Active listening
Crisis communications
Leadership communications

ACADEMIC EDUCATION

BINUS UNIVERSITY

Associate's Degree in
Fundamental IT and
Programming

UNIVERSITY OF INDONESIA

Bachelor's Degree in English

LBI UI

General Translation - Advanced

ADDITIONAL EDUCATION

LINKEDIN ACADEMY

- Crisis Communication
- Leadership Fundamentals
- International Marketing Foundations
- Communicating Change in an Enterprise-Wide Transformation
- Digital Marketing Fundamentals
- Communicating During Times of Change

CONTACT

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 [LINKEDIN PROFILE](#)

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 SOUTH JAKARTA, INDONESIA

EXPERIENCE & REFEREES

REFEREES

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Director, Industry Advisory

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in Hong Kong**

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CURRENT

EMEA & CIS REGION LEAD

MODENA GLOBAL LTD.

2021 - PRESENT

Heading out the EMEA & CIS regions in business development tending to the brand's major retail distributor clients for home appliances, energy, and smart home products, including Al Futtaim conglomerate group for GCC countries, Electrostar for Egypt, Cevital for Algeria, ELKO Group for Russia, Roaming Group for CIS and more.

Responsibilities include communicating and maintaining a positive relationship with clients, overseeing the launch of new markets in the region, managing DOI and production plan, liaising with the marketing team for launch planning and branding, lead and executing new project development.

HEAD OF PR & EVENTS

MODENA INDONESIA

2020 - 2021

Leading PR and Events overseeing a team of young and dynamic specialists, responsibilities encompass media relations, content planning, branding, and marketing strategy, developing communications strategy, implementing internal and external communications, content creation and quality control.

NOW! JAKARTA

2018 - 2020

Managing Editor

Head of the editorial department primarily in charge of signature NOW! Jakarta magazine, a monthly English-language publication, and overseeing any and all editorial output from the company's Jakarta operations as needed.

EPICURE

2017 - 2018

Indonesia Correspondent

Running the Indonesian chapter of Singaporean-based epicure food magazine, main responsibilities included editorial planning, managing contributors, maintaining client relationship, exclusive content creation, curating editorial pitches, and assisting with event organizing.

EXQUISITE MEDIA

2015 - 2017

Managing Editor

As Managing Editor of Exquisite Media's Jakarta office, main responsibilities encompass handling the company's general and editorial endeavors, including, but not limited to, managing editorial workload such as sub-editing, managing contributors, curating content ideas from writers and contributors, and execution of editorial calendars.

2014 - 2015

Senior Editor

Joined leading lifestyle publishing company, Exquisite Media, writing and editing for two signature English-language magazines.

DESTINASIAN MEDIA GROUP

2010 - 2012

Staff Writer

Responsibilities within the company includes writing review articles, advertorials, special reports, interview column, brand stories, web content updates, etc. across three signature English-language publications: high-end travel journal DestinAsian, men's fashion magazine DA MAN, and luxe international lifestyle magazine PRESTIGE.

FRESTO PRODUCTION HOUSE

2009 - 2010

**Senior Subtitle
Editor/Translator**

Created, translated and proofread Indonesian subtitles for numerous different types of TV programs.

SOME OF MY WRITING PORTFOLIO CAN BE FOUND AT:

NOWJAKARTA.CO.ID; DAMAN.CO.ID;

INCLOVERMAG.COM; EXQUISITE-MEDIA.CO.ID;

EPICUREASIA.COM;

MORE WRITING SAMPLES AVAILABLE UPON REQUEST