

Rafiqoh Fitriani.

Policy · Trust & Safety · Training & Knowledge Systems · Digital Operations · Creative Communication

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9+ years Professional experience	6 SEA markets supported	12,000+ Operational users & partners	35% Operational error reduction
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OVERVIEW

Professional profile

Multidisciplinary professional with more than nine years of experience across digital communications, platform operations, Trust & Safety, policy development, risk investigation, training, knowledge management, quality and creative production.

Professional experience includes ByteDance/TikTok, Meta operations through Accenture, agency digital marketing and independent digital entrepreneurship. Work has covered multinational stakeholders, policy guidance, operational systems, external training networks, risk investigations, e-commerce platform operations and corporate creative communication.

02 / EMPLOYMENT HISTORY

Professional experience

2022 — 2025

BYTEDANCE · TIKTOK SHOP

Training & Policy Manager

Kuala Lumpur · Six Southeast Asian markets

- **Policy & governance.** Policy Person in Charge for Prohibited Products, Counterfeit / IPR and Content Compliance; authored and maintained enforcement guidance for human review and automated detection workflows. Worked with policy stakeholders on medical misinformation, product safety, counterfeit detection, seller verification and operational policy improvements.
- **Learning & knowledge.** Built regional learning journeys, competency frameworks, certification programmes, train-the-trainer standards and digital content using Articulate Storyline, Rise and internal LMS/CMS. Coordinated approximately 60 external BPO trainers.
- **Market Tribe.** Led a regional knowledge and enablement initiative consolidating five fragmented policy/training channels into two integrated systems supporting 12,000+ operational users and external partners. Coordinated technology, legal, quality, business and operations stakeholders. Model subsequently adopted by teams in the US, UK and Japan.
- **Quality improvement.** Used QA trends, weekly root-cause reviews and targeted guidance changes to reduce operational errors by 35% within six months. Digitised classroom delivery, reducing training delivery time by 50%.
- **Creative work.** Conceived and designed Bytegazette, an internal editorial magazine; directed concepts, covers, layouts and visual storytelling.

Recognition: Best Performer (two consecutive years) · Customer Experience Champion 2023 · Spot Bonus Winner 2024 · Global Moderation Logo Champion 2024

2020 — 2022

BYTEDANCE · TIKTOK ADVERTISING

Risk Quality Analyst / Risk Investigation Expert

Jakarta & Kuala Lumpur

- **Investigation.** Global Point of Contact for Ads Credit misconduct; investigated advertising fraud, financial manipulation, deceptive advertisers, coordinated inauthentic behaviour and regional policy abuse.
- **Cross-functional work.** Coordinated evidence and escalations with Legal, Finance, Sales, Policy, Compliance, Product and Engineering. Investigated 23 escalation cases during the final two months in role.
- **Quality & analytics.** Used SQL and case evidence to analyse patterns, audit enforcement decisions and create moderator job aids. Reached approximately 99% QA accuracy across Indonesia and Philippines operations.

Recognition: Incentive Programme Winner 2022

Aug — Oct 2020

BYTEDANCE · TIKTOK ADVERTISING

Ads Content Moderator

Jakarta, Indonesia

- **Enforcement.** Reviewed advertising content against policy and risk requirements in a high-volume moderation environment; advanced to Risk Quality Analyst after approximately two months.

2019 — 2020

ACCENTURE VIA MANPOWER · META OPERATIONS

Subject Matter Expert, Trust & Safety

Kuala Lumpur, Malaysia

- **Escalations.** Handled complex and high-severity Facebook and Instagram content, including violent-extremism escalations, supporting the Indonesian market.
- **Knowledge & quality.** Created bilingual English-Indonesian reference materials, contributed to moderator training and policy calibration, and maintained team quality above 98%.

Recognition: Team Engagement Champion

2018 — 2019

ACCENTURE VIA MANPOWER · META OPERATIONS

Content Moderator, Trust & Safety

Kuala Lumpur, Malaysia

- **Moderation.** Reviewed high-volume Facebook and Instagram content against community standards for Indonesia; maintained individual quality above 98% and progressed to SME after approximately one year.

2016 — 2018

AYO MEDIA NETWORK

Assistant Manager, Social Media / SEO & Social Media Strategist

Bandung, Indonesia

- **Digital marketing.** Planned SEO and social content, developed commercial campaigns and wrote paid advertising copy across Facebook, Instagram, Twitter and Google Ads.
- **Brand communication.** Managed content strategy, campaign execution, promotional messaging and online reputation-related work for clients.

03 / ENTREPRENEURSHIP AND CLIENT WORK

Independent professional experience

2020 — 2024

ALBOE · A LITTLE BITS OF EVERYTHING

Founder & Platform Operator

Remote · Parallel independent venture

- Built and operated a two-sided fiction marketplace for independent authors and readers using WordPress and WooCommerce.
- Owned marketplace architecture, hosting, payment integrations (Stripe, PayPal, Midtrans), maintenance, technical incidents, content taxonomy, product pages, copywriting, marketing emails and customer support.
- Approximately 15,000 registered users; peak of 500 transactions daily and more than 100 daily enquiries at high-volume periods.

- Resolved server crashes and payment incidents, and introduced more structured scheduled maintenance and customer communications.

through Jun
2026

CONFIDENTIAL CLIENT (NDA)

Ghostwriter & Email Marketer

Remote assignment

- Wrote articles to client briefs and brand voice, email marketing campaigns and subject lines; later supported Google Analytics. Client identity and performance figures confidential.

Independent

CREATIVE WRITING

Fiction Author

Pseudonymous

- Wrote and published two novels under pen names; both achieved sales. Experience includes long-form storytelling and original content development.

04 / GERMANY

Local professional experience

2025 — Aug 2026 **KGW SCHWERINER MASCHINEN- UND ANLAGENBAU GMBH**

Volunteer Creative Designer

Schwerin, Germany

- Produced German-language LinkedIn recruitment campaigns, reusable design templates, trade-fair banners, signage and print/outdoor materials.
- Handled creative briefs with German-speaking stakeholders and used AI-assisted language refinement; bilingual professional recommendation available.

05 / RECENT INITIATIVES

Projects & ongoing development

Applied AI & automation

Independent experimentation with custom AI agents, AI-assisted knowledge structures, content workflows, task automation, document organisation and digital media production.

The Gardening Cats

Independent creative brand built around two cats, Ali and Hannibal: social video production, storytelling, scripting, editing, brand identity, Instagram, TikTok and YouTube channel development.

Website & portfolio development

Maintains a personal portfolio showing Trust & Safety, instructional design, software/product engineering and corporate web and creative work, including a web-novel software concept and export catalogue project.

06 / FORMAL DEVELOPMENT

Education & credentials

2012 — 2016

UNIVERSITAS PADJADJARAN · INDONESIA

Bachelor of Communication Science — Public Relations

Cum laude · GPA 3.57/4.00 · Bidikmisi National Scholarship recipient.

AI & technology

- IAPP AIGP Complete Training: AI Governance Mastery — Packt / Coursera (training completion, not AIGP exam certification)
- Google AI Fundamentals — Google / Coursera
- SQL Data Camp — ByteDance internal
- The Complete Web Developer and Digital Marketing Course — Udemy

Learning & language

- Certified Master Trainer — TikTok / ByteDance internal
- Certified Auxiliary Trainer — TikTok / ByteDance internal
- EF SET English Certificate — C2, 83/100 (valid until February 2028)

07 / FULL INVENTORY

Professional & technical skills

Policy & risk

Policy authorship Trust & Safety Platform governance Marketplace integrity Prohibited products Counterfeit / IPR
Content compliance Ads fraud investigation Risk assessment Escalation management QA & calibration

Learning & knowledge

Instructional design Training needs analysis Learning journeys Competency frameworks Certification programmes
Train-the-trainer Knowledge governance SOPs / decision trees LMS / CMS SCORM / xAPI Articulate Storyline / Rise

Operations & analytics

Cross-market programmes BPO coordination Stakeholder alignment Root cause analysis Process improvement
KPI analysis SQL Rollout implementation Quality feedback loops

Creative & communication

Creative copywriting Direct-response ads Ghostwriting Email marketing Brand voice SEO Social media strategy
Editorial design Recruitment campaigns Storytelling Video editing

Technology & tools

WordPress WooCommerce HTML / CSS Stripe / PayPal / Midtrans Adobe Creative Suite Premiere Pro Canva
CapCut Google Analytics Generative AI Claude / ChatGPT Custom AI agents Workflow automation

Languages

Indonesian

Native

English

C2 · EF SET 83/100

Malay

Advanced

German

A2 · Currently progressing toward B1/B2

AVAILABILITY

Current professional status

Based in Germany with active work authorization. Open to international and Germany-based professional opportunities, including remote and hybrid work. Continuing professional development in German language skills, AI and digital systems.

Want to discuss an opportunity? [Get in touch by email](#) or connect through [LinkedIn](#).