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Course : Digital Media

A Digital Career Strategy for a Beauty Content Creator Using Simple English

1. Professional Identity (Career Direction)

In today's digital era, building a clear professional identity is essential for standing out in a competitive global market. As a student of English Literature, I aim to develop my career as a beauty content creator who integrates simple and engaging English into digital content. I chose this path because I have a strong interest in makeup and beauty, and I also want to continuously improve my English skills through consistent practice. By combining my passion for beauty and my academic background, I can create content that is both visually appealing and useful for a wider audience.

Over the next three to five years, I plan to grow my presence on digital platforms such as Instagram and TikTok. I aim to consistently produce beauty related content using clear and simple English so that it can reach a broader audience, especially beginners who are still learning the language. In addition, I hope to collaborate with beauty brands, particularly local brands that are interested in expanding their market to international audiences. Through this career direction, I want to build a strong personal brand as a content creator who makes English feel more accessible and less intimidating.

2. Buyer Persona & Market Understanding

My ideal clients are small to medium sized beauty brands, especially local brands that actively promote their products through digital platforms. These brands are usually part of the beauty and cosmetics industry and rely heavily on Instagram and TikTok for marketing.

Most of these brands face challenges in creating English content that feels natural and engaging. Even though they are active in digital marketing, they often struggle to communicate

effectively with a wider audience, particularly international users. Their content sometimes appears too formal, awkward, or grammatically inaccurate, which reduces its effectiveness.

These clients need content that uses simple, clear, and natural English so it can be easily understood by a broader audience. This is why they are highly relevant to my career choice, because my focus is to simplify English communication in beauty content.

3. Problem Solution Fit (Core Analysis)

One of the main problems faced by beauty brands is their difficulty in producing effective English content for digital platforms. Even when they attempt to use English, the result often sounds unnatural or contains grammatical errors. As a result, their content may fail to attract attention and engage audiences, especially from international markets.

This problem is critical because digital marketing today is highly competitive and global. Brands that cannot communicate clearly in English risk losing opportunities to expand their reach and may also appear less professional.

To solve this problem, I position myself as a beauty content creator who focuses on simple and engaging English. I aim to create content that is clear, natural, and easy to understand. I can help brands by improving their captions, creating bilingual content, and producing short videos that combine beauty tutorials with clear English explanations. Through these solutions, I can help brands improve communication, increase engagement, and build a stronger digital presence.

4. Content Strategy (Execution Plan)

My content strategy is designed to attract and educate my target clients. I organize my content into several main pillars.

The first is makeup tutorials, where I demonstrate simple daily makeup looks while explaining each step using basic English. The second is beauty vocabulary, where I introduce commonly used terms and expressions in a simple and understandable way. The third is content

improvement, where I present examples of captions and revise them into more natural and engaging English.

I plan to use platforms such as Instagram and TikTok because they are highly effective for visual and short-form content, especially in the beauty industry. These platforms allow me to reach a wider audience and create engaging content. In addition, I may also develop a simple website or portfolio to present my work more professionally.

The content I create will include tutorials, short videos, before-and-after caption comparisons, and bilingual posts. This strategy not only showcases my skills but also directly helps my target clients understand the value of my service.

5. Additional Strategic Analysis (Market Awareness & Value Creation)

In addition to content creation, understanding the digital market is also important in building a sustainable career. In the beauty industry, trends change very quickly, and audience preferences can shift in a short time. Therefore, a content creator must not only be creative but also adaptive and observant.

One important aspect is understanding audience behavior. Most social media users prefer content that is short, visually attractive, and easy to understand. This is why using simple English becomes a strong advantage in my content strategy. By simplifying language, I can make my content more inclusive and accessible to a wider audience, including those who are not fluent in English.

Another important factor is consistency. Many content creators fail not because they lack skill, but because they are not consistent in producing content. Consistency helps build audience trust and strengthens personal branding. Therefore, I plan to maintain a regular posting schedule and ensure that each content aligns with my main message.

In terms of value creation, I do not only provide entertainment but also education. My content is designed to help audiences learn both beauty techniques and basic English at the same time. This combination creates a unique value that differentiates me from other beauty content creators.

Furthermore, collaboration is also an important strategy in the digital industry. By collaborating with other creators or brands, I can expand my reach and gain new audiences. This also helps build credibility and professional connections.

Finally, evaluating content performance is necessary to improve future strategies. By analyzing engagement, views, and audience feedback, I can understand what works and what needs improvement. This process allows me to grow continuously and adapt to the changing digital environment.

6.. Personal Branding Positioning

I want to be known as a beauty content creator who simplifies English and makes it more approachable for everyday use. My focus is not only on sharing makeup content but also on helping individuals and brands feel more confident when using English.

What makes me different is my emphasis on clarity and simplicity. Instead of using complex language, I use basic but effective English that is easy to understand. This makes my content more relatable, especially for beginners.

Clients may choose to work with me because I offer a combination of creative beauty content and practical language support. I not only focus on visual presentation but also improve how messages are communicated. This helps brands connect better with their audience and present a more professional image.

7. Critical Reflection (Self-Awareness)

In terms of self-reflection, I recognize both my strengths and areas for improvement. One of my strengths is my strong interest in beauty and makeup, which helps me stay motivated and consistent in creating content. I am also committed to improving my English skills and continuously learning from various resources.

However, I am aware that my English skills are still developing, especially in more advanced usage. I am also still working on improving my creativity in producing more engaging and visually appealing content.

Even so, I see these challenges as part of my growth process. By practicing consistently, learning from experience, and staying updated with digital trends, I believe I can improve my skills and become more competitive in the digital industry.

Overall, I believe that with strong motivation, continuous learning, and clear direction, I am ready to develop myself into a professional beauty content creator who effectively uses English in the digital world.