

Angelica Beatriz

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[LinkedIn](#) | [Portfolio](#)

EDUCATION

Monash University Melbourne, Australia

Bachelor of Marketing July 2021 – November 2023

Relevant Coursework: Marketing Research Methods, Brand Management, Marketing Insights, Marketing Communication, Digital Marketing, Sustainability Practice and Organisations, Marketing Packaging and Design.

Monash College Melbourne, Australia

Diploma of Business October 2020 – May 2021

Relevant Coursework: Managing people and Organisation, Buyer Behaviour, Marketing Theory and Practice.

WORK EXPERIENCE

Artland Indonesia (50 - 100 employees in Art and Craft Retail industry)

Tangerang, Indonesia

Social Media Intern

[LINK](#)

June 2020 – October 2020

- Created content calendar, boosting engagement by 40% and attracting 10,000 new organic followers across Instagram, Facebook, and TikTok
- Executed 5+ dynamic marketing campaigns, increasing brand visibility by 50% and acquiring 15% more customers.
- Developed 15+ high-impact post monthly and writing content for Instagram, Facebook, and TikTok, achieving 25% increase in website traffic (Linktree) and 30% rise in lead conversion rate.
- Led collaborative marketing efforts, elevating brand awareness by 25% and improving lead quality by 35%, while implementing data-driven stakeholder engagement strategies.

SMAK Penabur Gading Serpong (Private School)

Tangerang, Indonesia

Sponsorship for Aida Drama Musical,

September 2019 - June 2020

- Successfully secured substantial sponsorships totaling \$10,000 - \$15,000 in monetary contributions and goods from three major FMCG companies in Indonesia for the AIDA Drama Musical, the high school's flagship project.
- Identified potential sponsors through comprehensive research, compiling a list of prospective companies suitable for sponsorship. Effectively communicated the value proposition of our event to targeted companies, highlighting the benefits of sponsorship and diligently followed up with calls to maintain clear communication and finalize sponsorship deals.
- Personally engaged in negotiations with companies to secure sponsorship agreements, ensuring mutual benefits and support until finalized brand deals that catered to both our event's requirements and the marketing objectives of sponsors.

Sponsorship for GSO x Halcyon, [LINK](#)

Feb 2018 – Feb 2019

- Successfully secured substantial sponsorships totaling \$5,000 - \$10,000 in monetary contributions and goods from two major FMCG companies in Indonesia for the GSO x Halcyon, the high school's flagship project.
- Identified potential sponsors through comprehensive research, compiling a list of prospective companies suitable for sponsorship. Effectively communicated the value proposition of our event to targeted companies, highlighting the benefits of sponsorship and diligently followed up with calls to maintain clear communication and finalize sponsorship deals.
- Personally engaged in negotiations with companies to secure sponsorship agreements, ensuring mutual benefits and support until finalized brand deals that catered to both our event's requirements and the marketing objectives of sponsors.

PROFESSIONAL CERTIFICATES

FOUNDATIONS OF DIGITAL MARKETING AND E-COMMERCE

May 2024

- Google Certificate [LINK](#)

PROFESSIONAL LICENSE

WORKING WITH CHILDREN CHECK

[LINK](#)

Jun 2024 – Jun 2029

SKILLS SUMMARY

Social Media: Instagram, Facebook, Tiktok & YouTube, Engagement, Impression, Social Media Advertisement, Algorithm

Technical: Mailchimp, Microsoft 365 apps (Word, PowerPoint, Outlook, & Excel), Adobe Program (Photoshop, Lightroom, & Premiere Pro), Canva

Communication: Fluent in English and Indonesian (Written & oral), Elementary proficiency in Chinses or Mandarin (Written & oral), Managed over 200 members for community

Soft Skills: Rapport Building, Strong Stakeholder Management, Excellent Communication

REFEERES

Ms. Agnes, Product Manager of Artland Indonesia (Current), Tangerang

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