

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

Kinesso (IPG Mediabrands) (Client: Specsavers, Hostplus, ISA, Newco)

Activation Associate

Melbourne, Australia

July 2024 – Present

- Managed and optimized paid media campaigns across Social and Search channels, including Meta Adsuite, Snapchat, TikTok, Pinterest Ads, Google Ads, and Microsoft Ads, while ensuring up-to-date certifications and ongoing budget control.
- Supported the development of digital performance strategies, created reports, and provided insights and recommendations to enhance campaign effectiveness.
- Assisted with client billing, financial processes, and post-campaign reporting, contributing to key client tasks and ensuring adherence to team SLAs.

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

Social Media Intern

[LINK](#)

Tangerang, Indonesia

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)

Sponsorship for Aida Drama Musical

Tangerang, Indonesia

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.

PROFESSIONAL CERTIFICATES

META CERTIFIED MEDIA BUYING PROFESSIONAL

Nov 2024 – Nov 2025

PINTEREST MEDIA BUYER CERTIFICATION

July 2024 – July 2026

GOOGLE ADS SEARCH PROFESSIONAL

Oct 2024 – Oct 2025

X ADS MANAGER FUNDAMENTALS

Oct 2024

FOUNDATIONS OF DIGITAL MARKETING AND E-COMMERCE

May 2024

GOOGLE ANALYTICS FOR BEGINNERS

June 2024 – June 2027

PROFESSIONAL LICENSE

WORKING WITH CHILDREN CHECK

Jun 2024 – Jun 2029

SKILLS SUMMARY

Social Media: Instagram, Facebook, Snapchat, LinkedIn, Pinterest, Tiktok, Engagement, Impression, Social Media Advertisement, Algorithm, Media Buying

Search: Google Advertising, Microsoft Advertising

Technical: 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 Chinese or Mandarin (Written & oral), Managed over 200 members for community

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

REFEERES

Referees available upon request