

Benecia Angelica

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EDUCATION

Western Michigan University, Kalamazoo, MI
Candidate for Master of Science, Biological Sciences

Expected December 2025

Western Michigan University, Kalamazoo, MI
Bachelor of Science, Biomedical Sciences
Minor in Chemistry and General Business
G.P.A 3.86; Dean's List and Tau Sigma National Honors Society

December 2023

WORK EXPERIENCE

Director of Marketing and Outreach

International Student Council, WMU

June 2024 – Present
Kalamazoo, MI

- Managed social media and design teams for 12 events, boosting engagement and followers by 10%
- Led weekly meetings to evaluate progress and improve team collaboration
- Amplified the voices of cultural organizations and students through strategic social media outreach

Social Media Marketing

PT. Hotware Indonesia

February 2020 - Present
Remote

- Improved engagement with the target audience by 300% by crafting tailored and user-centric content through leveraging product datasheets
- Led weekly presentations on social media progress reports to the Board of Directors

Marketing Intern

PT. Indokemika Jayatama

May 2024 – August 2024
Jakarta, Indonesia

- Compiled and analyzed Food division assets using **Excel Pivot Tables**, improving budget accuracy and forecast alignment by 15%
- Organized and input master product lists for 8 divisions, increasing accuracy by 30%
- Developed and maintained **brand mapping** for the plastic division, ensuring consistent weekly monitoring and follow-up
- Contributed to product and market development reports, synthesizing data from 8 divisions, improving strategic clarity by 15%

US Expansion Outreach Intern

Campaign.com

August 2022 – December 2022
Remote

- Conduct research and reach out to social and non-profit organizations to create social campaigns through Campaign's #ForChange app.
- Develop marketing tools for social campaigns and projects to increase engagement in the operation.

OTHER EXPERIENCE

Biochemistry Intern

Kalsec Inc.

June 2023 – December 2023
Kalamazoo, MI

- Aid in executing an ongoing wet lab project with a lead scientist to express protein through a rigorous process of transforming plasmids into competent cells, running SDS-PAGE, and activity assay
- Conduct 6+ experiments and data collection on an active compound to analyze the effects of oxidation on oil stability using the Oxidative Stability Index (OSI)
- Collaborate with lead scientists to discover new natural food antioxidants and flavors using both quantitative and qualitative research methodologies

LEADERSHIP EXPERIENCE

Teaching Assistant for Human Physiology Lab

Western Michigan University

January 2024 – Present
Kalamazoo, MI

- Guide 100+ students by ongoing communication with the instructor ensuring a strong grasp of the subjects
- Consult students and arrange 1:1 mentor sessions to explore course objectives and provide different effective study techniques

PERMIAS Kalamazoo (Indonesian Student Association), Kalamazoo, MI

Public Relations

July 2022 – July 2023
Kalamazoo, MI

- Optimized recruitment by 50% through strategic social media account management
- Streamlined a campus-wide festival's decor in a team of 6 through deliverables with a budget of \$5,000 from sponsors

RELEVANT SKILLS

Cell culture, sterile techniques, OSI, Microsoft Suite, Canva, social media marketing, Python (basic)