

# ANGELICA DEWI KARAMOY

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Energetic and motivated recent graduate with hands-on experience in brand promotion, event coordination, and social media management. Skilled in event planning, campaign execution, content planning, and cross-functional collaboration. Awarded for excellence contributions as a Social Media Specialist in a non-profit organization, demonstrating creativity and the ability to drive impactful digital engagement. Eager to leverage my skills and passion for marketing to contribute dynamic, growth-driven teams, and help elevate brand presence.

## EXPERIENCE

**JUN 2023 – SEPT 2023**

**BRAND PROMOTION & EVENT - MARKETING EAL**, PT ERAJAYA SWASEMBADA, TBK.

(INTERN SUPPORT STAFF)

**FEB 2023 – JUN 2023**

**BRAND PROMOTION & EVENT - MARKETING EAL**, PT ERAJAYA SWASEMBADA, TBK.

(INTERN - MAGANG DAN STUDI INDEPENDEN BERSERTIFIKAT BY KEMENDIKBUDRISTEK)

- Assisted in the planning and execution of marketing campaigns by coordinating with various teams to ensure seamless implementation, and alignment with brand objectives
- Created design decks for POP materials, collaborating with the creative team to produce compelling promotional materials
- Maintained strong relationships with brand managers to gather insight on upcoming promotions, align marketing strategies, and enhancing campaign effectiveness
- Supervised events, from merchandise preparation to on-site execution, and ensured smooth on-site execution, ensuring smooth execution of promotional activities
- Coordinated media presence at events, manage media inquiries, and helped secure positive media coverage to enhance brand visibility
- Compiled and organized post-event reports and documentation, summarizing key details to helping the team assess event execution and improve future strategies

**FEB 2022 – JAN 2023**

**LOGISTIC**, ARTA LAKSANA - URBAN VILLAGE 2022

- Managed logistical planning for event materials and supplies to create a seamless event experience
- Developed and maintained a comprehensive vendor list, ensuring access to reliable suppliers for event needs
- Built and maintained vendor relationships through effective communications, and conducting negotiations
- Worked closely with the marketing team to ensure promotional materials were available on-site, contributing to a cohesive brand presence
- Supervised event setup and flow, proactively troubleshooting logistical issues to optimize visitor interactions and reinforce event's key messages

**SEP 2021 – JAN 2022**

**SOCIAL MEDIA SPECIALIST**, DEEP HAPPIEST  
(BEST SOCIAL MEDIA STAFF)

- Developed and implemented content plans aligned with the organization’s mission, boosting online presence, and audience engagement
- Created design decks, and worked closely with design team to produce visually engaging content
- Write captions and copy that resonated with audience and supported campaign objectives
- Engaged actively with audience, maintain positive interactions, and promoting supportive community that reflected the organization’s values

**MAY 2021 – DES 2021**

**SPONSORSHIP**, COMMUNICATION AND BUSINESS CHAMPIONSHIP 2021

- Compiled and maintained a list of potential sponsors, researching companies that aligned with the event’s goals
- Created detailed sponsorship packages, ensured packages offered value to sponsors while meeting event funding needs
- Drafted and finalized Memorandum of Understanding (MOUs) for sponsor agreements
- Managed and explored additional funding, implementing creative strategies to maximize financial support and ensure event budget goals were met
- Maintaining open communication to support sponsor satisfaction and encourage future partnerships

**JUL 2021 – NOV 2021**

**EVENT PLANNER**, LATIHAN KEPEMIMPINAN DAN KEORGANISASIAN DASAR FKB 2021

- Planned event rundown, detailing each segment and timeline to ensure seamless event flow
- Created list of potential guests, speakers, MCs, moderators, and managing communications to confirm participation and made the Memorandum of Understanding (MOUs)
- Collaborated with logistics division to identify and fulfill event needs
- Supervised event execution, post-event reporting, and evaluation

## EDUCATION

**SEP 2020 – FEB 2024**

**BACHELOR OF COMMUNICATION SCIENCE**, TELKOM UNIVERSITY

**GPA 3.85/4.00**

## SKILLS

- Microsoft Office
- Event Planning
- Content Planner
- Communications
- Time Management
- Collaboration
- Negotiation
- Attention to Detail