

# **Katryn Tania Tannady**

## ***Chief of Marketing and Communications at BINUS English Club***

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### **Experiences**

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#### **BINUS English Club**

Jakarta, Indonesia

##### ***Chief of Marketing and Communications Officer***

*March 2023 - Present*

- Supervise and lead 3 divisions (Public Relations, Corporate Relations, and Brand Management) consisting of 24 people.
- Ensure contents posted on all BNEC social media (Instagram, Tiktok, Linked In, Youtube, Articles, and Spotify) fit BNEC's professional image.
- Research and brainstorm ways to maintain BNEC performance through online and offline platforms.

#### **BINUS University**

Jakarta, Indonesia

##### ***Public Relations Laboratory Assistant***

*February 2023 - Present*

- Handling 3 classes to teach Workplace Ethics and Behavior and Digital Brand Communication.
- Handled 1 class to teach Writing for Branding.
- Assessing 20+ students' assignment to be graded from each class.
- Understand and present materials in front of the class.

#### **BINUS English Club**

Jakarta, Indonesia

##### ***Director of Branding in The 2023 Asian English Olympics***

*October 2022 – February 2023*

- Supervised and led 2 divisions (External Support and Advertising and Design and Product) consisting of 14 people.
- Brainstormed and reviewed 75 Instagram Feeds, 9 Instagram Story, and 1 Linked In content.
- Monitored communications with external entities (media partners) and internal entities (committees).

#### **BINUS English Club**

Jakarta, Indonesia

##### ***Vice Project Manager of Marketing in The 2022 New Member Recruitment***

*June 2022 – October 2022*

- Developed and implemented a marketing plan to increase brand awareness which gained 433 members.
- Supervised and led 3 divisions (Publication, Design and Documentation, and Partnership) consisting 12 people to ensure their progress.
- Conceptualized and reviewed 62 promotional materials to fit branding images including Instagram Feeds, Story, Posters, Banners, TikTok, Linked In, and Press Release.
- Organized and handled the partnership with an English Institution for 683 participants.
- Explained and provided assistance towards new freshmen about BNEC during Onsite Expo.

#### **BINUS English Club**

Jakarta, Indonesia

##### ***Staff of Public Relations***

*March 2022 – March 2023*

- Researched and created 9 articles along with Instagram content, 9 articles and Linked In content, and 9 Interactive Instagram Story with various themes on time.
- Posted all contents according to the schedule.
- Handled and maintained BNEC social media (Instagram, Tiktok, Linked In)

#### **BINUS English Club**

Jakarta, Indonesia

##### ***Staff of External Support and Advertising in The 2022 Asian English Olympics***

*October 2021 – February 2022*

- Created 16 contents for AEO Instagram including informative posts and videos
- Negotiated and acquired 9 Media Partners to promote AEO 2022
- Handled Instagram account to post content according to schedule
- Posted 16 contents for AEO Instagram account according to the schedule.

### **Education**

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#### **Bina Nusantara University**

Jakarta, Indonesia

##### ***Marketing Communication***

*2021 – Expected 2025*

- GPA: **3.66** out of 4.00
- Academic Focus: Corporate Communications

### **Additional**

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**Skills** : Basic video editing (Capcut), Microsoft Suites, Google Workspace, Public Speaking, Adaptive