

Trisha Husada

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CORE COMPETENCIES

- More than two years of experience reporting for international media organizations and newsrooms, including BBC Indonesia, CNN Indonesia and ABC Indonesia.
- Adept at using social media and SEO tools including crowdtable, Google Trends and social media analytics.
- Proficient in video production using Adobe Premiere Pro and audio production using Adobe Audition.
- Published articles focusing on financial technology, global economy, youth empowerment (Gen Zs specifically), marginalized communities, pop culture and environmental issues.
- Featured on BBC World podcasts as speaker and hosted an independent fandom podcast during Covid-19.
- Experienced using organizational tools such as Excel to review engagement and exposure rates for social media posts.
- Fluent in speaking and writing in English and Indonesian (IELTS Score: 8.5/9.0).
- Has two years of experience as a Social Media Manager and Copywriter.

EDUCATION

UNIVERSITAS INDONESIA, Depok, Indonesia

Bachelor of Communications (Major in Public Relations) International Dual-Degree Program, 2018-2020

Faculty of Social and Political Sciences

- GPA: 3.98/4.00

UNIVERSITY OF QUEENSLAND, Brisbane, Australia

Bachelor of Journalism International Dual-Degree Program, 2020-2021

- GPA: 6.9/7.0

ACHIEVEMENTS

- Participant of the Internationale Journalisten-Programme & Alexander von Humboldt Foundation Communication Lab Batch #5, a 4-week collaboration that brings together 10 journalists and 10 researchers to create media projects related to global exchange of culture and climate issues. (2022)
- Achieved the highest GPA at University of Indonesia Faculty of Social and Political Sciences batch 2018 (2022)
- Recipient of the Journalism Prize 2021 from the University of Queensland (2021)
- One of 3 Selected Winners of the ASEANO Youth Video Competition 2021 to Combat Marine Plastic Pollution. (2021)
- Awardee of the UQ High Achievers Scholarship (2021)
- Awardee of UQ's Employability Award (2021)
- Awarded Dean's Commendation for Academic Excellence
- 2nd Place Winner of Global Media Creative Video Competition (2021)
- Judge's Choice Award of Global Media Creative Video Competition, International (2020)

EMPLOYMENT HISTORY

BRITISH BROADCASTING CORPORATION (BBC) INDONESIA, Jakarta, Indonesia

Journalist, Dec 2022 – Jul 2024

- Wrote Indonesian and English news articles for the Indonesian service and the wider world service.
- Hosted live discussions on BBC Indonesia social media platforms including X Spaces and Instagram Live.
- Specialized in writing in-depth articles centered around Chinese-Indonesian identities, inspiring youth, environmental issues and pop culture (see <https://bit.ly/TrishaHusadaBBCPortfolio> for published works).
- Pitched original stories for the Indonesian service as well as global audiences.
- Created social media campaigns and posts for BBC Indonesia's X, Instagram and Facebook accounts.
- Featured on BBC World Service podcasts (The Fifth Floor and What in The World) discussing issues happening in Indonesia.
- Covered breaking news stories of national importance, including political events, policies and natural disasters.

CNN INDONESIA (PT TRANS NEWS CORPORA), Jakarta, Indonesia

Journalist (Economy & Entertainment), Jan 2022 – Sept 2022

- Wrote Indonesian news articles from international wires: Reuters, AFP, CNN.com, Korean Herald, etc..
- Reported on important events in the political, economic trade, finance, and sustainable energy sectors.

- Wrote reviews about upcoming movies, streaming series', and albums.
- Created articles centered around international events, pop culture, entertainment, technology and national news.
- Wrote hard news and feature articles based on press releases and hybrid events (online and offline).
- Conducted exclusive interviews with actors and music artists for CNNIndonesia.com.
- Created video scripts for CNNIndonesia.com.

AUSTRALIAN BROADCASTING CORPORATION (ABC), Victoria, Melbourne

Digital Journalist Intern, Aug 2021 – Oct 2021

- Translated English stories from ABC News or wires into Bahasa Indonesia
- Pitched at least three original stories from Indonesia
- Produced original stories that have been commissioned in Bahasa Indonesia – with a possibility for a bilingual release in English for ABC News

NARASI.TV, Jakarta, Indonesia

Newsriting Intern, Feb 2021 – May 2021

- Wrote daily articles to the Narasi.tv's (Indonesian News and Media Company) Understanding Today in 10 Minute Newsletter, including daily reviews and recommendations on new music, tv shows and national news summaries.
- Coordinated with the producer to hand-pick pictures to accompany published articles on the official website.

DPT SERAPHIM DIGITAL TECHNOLOGY, Jakarta, Indonesia

Freelance Copywriter, Aug 2021

- Remodeled Seraphim's company website by enhancing their company's key messages and adjusted their website copywriting
- Highlighted the company's best security features on their webpages by adjusting the keywords to suit their target businesses

DWAYS (DIGITAL WAYS) NAVA+ GROUP, Jakarta, Indonesia

Freelance Copywriter and Creative Concept Creator, Feb 2021 & July 2021

- Wrote company credentials for Digital Ways, a Digital Performance Marketing Company
- Created slogans, storyboard concepts for ads and aided in creative concepts for Nobu bank communication plan pitch

SINOMEDIA, Shanghai, China

Media, Content & Journalism Intern, Nov 2020 – Feb 2021

- Assisted in monitoring finance and economic news;
- Produced visual elements and promoted stories on CKGSB Knowledge Magazine.
- Compiled research for snapshot articles of current trends in China, including demographics, technology, economy, and sustainability
- Was responsible for selecting and packaging news items for the mobile products;
- Worked closely with editors and acquire a good understanding of the financial market and business media.

FANDOM ON THE PHONE, Jakarta, Indonesia

Podcast Lead Host, Chief Content Creator and Scriptwriter, Dec 2020 – Aug 2021

- Created a podcast show centering around pop culture and the Fandom communities
- Wrote scripts and talking points for each podcast episode.
- Produced all content and wording for the social media account @fan_onthephone which gave fandom updates for Western, Korean and Japanese movies, musical acts and series' as a means to promote the audio show.
- Co-host and scriptwriter for a bi-weekly audio show available on Spotify.

NAVA+ (Integrated Marketing Communications Agency), Jakarta, Indonesia

Digital Content Intern, May 2020 – Oct 2020

- Wrote weekly reports on Covid-19 trends and lifestyles throughout the pandemic
- Analyzed a cosmetic brand's social media, its competitors, and current beauty trends.
- Implemented ideas and strategies for developing a brand's communication strategy to be more inclusive and progressive for all kinds of beauty
- Proofread and edited articles for an insurance brand

SHARE UI PROJECT RUANGGURU, Jakarta, Indonesia

Project Associate, Nov 2019 – Feb 2020

- Participated and learned from a student consulting firm that focuses on the values of Do Well Do Good
- Created a pitch deck with the goal of increasing market growth, processed insights from market survey and Webinar idea for promoting Ruangkerja
- Mentored students of ShARE batch 2020-2021 in their projects and development

VOLUNTEER WORK

ALLIANCE OF INDEPENDENT JOURNALISTS JAKARTA (AJI JAKARTA)

Member of Gender, Children and Marginalized Groups Division, July 2024 – Present

- Represents Aji Jakarta at major events, webinars and summits regarding issues of gender, child protection and marginalized communities.
- Help organize and suggest programs and events to carry out with the purpose of bettering the state of journalism in Indonesia, especially in regards to reporting about women, children and minority groups.

SELF LOVE WARRIOR

Head of Content Team, Oct 2020- Dec 2022

- Created content plan for Self Love Warrior's social media posts (@selflovewarrior.id) a bilingual-youth platform that spread mental health awareness and self-love in English and Indonesian.
- Created and planned Instagram reels and carousel posts for Instagram and TikTok.
- Proofread and produced official content for all of Self Love Warrior's social media platforms.
- Organized big and small projects to increase engagement and build communities through Zoom and Discord.
- Produced an imaginary-phone-call bilingual audio series called "1800-SLW", a collection of 8 tracks that help listeners feel better when they have no one to talk to about their insecurities and sadness. Available on Spotify.

ARDOGA.ID, South Tangerang, Indonesia

Volunteer Teacher, Nov 2020

- Taught teens and youth in a local orphanage about critical thinking and growth mindset
- Worked in a team to help organize a 5-day lesson plan that encapsulated the concepts of critical thinking and growth mindset.
- Helped in providing logistics for consumption, goodie bags and printed books for students to use during the lessons.
- Mentored and guided teens and youth in establishing their life plan and goals for the future.

SEHATI (SEXUAL HARASSMENT FIGHTERS), Depok, Indonesia

Volunteer, Oct 2018

- Helped organize a campaign to fight sexual harassment in public transportation
- Participated in a rally that spread awareness about the issue of sexual harassment

PUBLICATIONS AND PROJECTS

- BBC Indonesia and BBC World Portfolio: <https://bit.ly/TrishaHusadaBBCPortfolio>



SCAN ME

- Portfolio of Work: <https://trishahusada.journoportfolio.com/>
- Fandom On the Phone, Spotify (2020-2021):

A podcast that talks about Fandom culture and the intricacies of pop culture and media that audiences consume. The show was sponsored by Kim Communications and Vinity Media. You can find all the episodes on the Spotify link below:

https://open.spotify.com/show/5ZwDnYA7FuFykZx3IUyUZy?si=crPsdzflTMa-trZw7nb4nw&dl_branch=1

Instagram: https://www.instagram.com/fan_onthephone/

- Gerbatama Bulletin, Suara Mahasiswa UI Issu (2018 - 2020): <https://issuu.com/suaramahasiswaui>

- 1800-SLW Podcast, Spotify:

An audio bytes series called 1800-SLW which was posted on Spotify, consisting of 8 tracks that deals with issues of loneliness, insecurity and hopelessness:

https://open.spotify.com/show/34v0UM4glbrDVC5EwmgjWl?si=ruWw0X8OSGSJDNxwZ3NKgw&dl_branch=1

EXTRA-CURRICULAR ACTIVITIES

INDONESIAN STUDENT'S ASSOCIATION OF QUEENSLAND (PIIA QLD), Brisbane, Australia

Staff of Public Relations and Project Officer for Welcoming Event, Nov 2020-Nov 2021

- Curated social media content for the PPIA Queensland page for events and information
- Reached out to stakeholders and sponsors for event partnerships and collaboration projects
- Organized and executed a proposal for an online Welcoming Students event designed to provide information and connections for Indonesian students starting their online semester at various universities in Brisbane.

BO PERS SUARA MAHASISWA UI, Depok, Indonesia

Reporter & Head of Public Relations, 2018-2020

- Wrote articles and interviewed subjects for university student press on a weekly basis
- Posted daily news links and created captions for all of Suara Mahasiswa UI's social media accounts
- Curated all of Suara Mahasiswa UI's social media accounts
- Planned visits and collaborations with other university press organizations as well as UI's clubs and societies
- Organized a social media campaign to introduce Suara Mahasiswa UI to prospective UI students

REFEREES

- Jerome Wirawan
Head of Jakarta Bureau, BBC Indonesia
British Broadcasting Corporation (BBC) World Service
Jerome.wirawan@bbc.co.uk
Relationship: Previous supervisor at BBC Indonesia
- Graham Earnshaw
Founder of SinoMedia
SinoMedia Shanghai
Mobile: +86 139 0166 8748
graham@earnshaw.com
Relationship: previous supervisor during global internship for 4 months
- Erwin Renaldi
Supervising Producer
Australian Broadcasting Corporation (ABC)
Surahman.ErwinRenaldi@abc.net.au
Relationship: previous supervisor during internship for 3 months
- Kandi Windoe
Head of Interface Indonesia
NAVA+ Group
Mobile: +62811179127
kandi.windoe@interface-indonesia.com
Relationship: previous chief supervisor for 7 months