

ANGELINA JOHANSEN

MEDIA AND COMMUNICATIONS STUDENT
University of New South Wales



CONTACT

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EDUCATION

Expected completion: August 2026

- BACHELOR OF ARTS (MEDIA AND COMMUNICATIONS) - PUBLIC RELATIONS AND ADVERTISING

August 2023 - 2024

UNIVERSITY OF NEW SOUTH WALES

- Diploma of media and communications

October 2022 – March 2023

DEAKIN COLLEGE JAKARTA

- Certificate of Foundation
- Diploma Scholarship Recipient

SKILLS

Media release & pitches

Media lists & Monitoring

Social media content

Influencer & Market research

Brand Storytelling

AI tools (ChatGPT, Claude)

Microsoft office, Capcut & Canva

LANGUAGES

- English: Fluent
- Bahasa Indonesia: Fluent
- Chinese: Beginner

PROFILE SUMMARY

Final-year Bachelor of Arts (Media and Communications) student at UNSW, specialising in Public Relations and Advertising, graduating August 2026. Experienced across PR and brand communication internships, with hands-on skills in drafting media content, research, social media, and campaign support. Curious about the news and what makes a good story, with strong writing skills, attention to detail, and a genuine interest in media, influencer marketing and emerging communication trends, Including AI tools. Organised, proactive, and enjoys working collaboratively within a small team.

WORK EXPERIENCE

COOTE AGENCY

(FEBRUARY 2026 - MAY 2026)

Public Relations Intern

- Developed practical public relations skills through hands-on client work, including drafting communications and supporting campaign execution
- Managed and grew social media presence across multiple platforms, creating content and monitoring engagement
- Built strong organisational skills by coordinating tasks, managing deadlines, and supporting the wider team across multiple projects

NEXTCOIN/LADDER.INC

(SEPTEMBER 2025 - NOVEMBER 2025)

Brand communications Intern

- Developed brand messaging, website copy, and promotional content to build awareness and engage target audiences.
- Conducted market research and collaborated with cross-functional teams to support campaigns, storytelling, and brand growth
- Translated complex technology concepts into clear, relatable messaging for clients, users, and stakeholders
- Supported the development of brand identity and communication strategies for an AI-powered startup brand identity and communication strategies for an AI-powered startup focused on the future of work.

ANITA GELATO (Promoted to Supervisor)

Crew Member

(APRIL 2026 - PRESENT)

- Delivered friendly and attentive customer service in a fast-paced hospitality environment, operating POS systems and preparing coffee while maintaining a clean and welcoming store
- Ensured consistent, high-quality gelato presentation across all serves while managing stock organisation, replenishment, and kitchen cleaning in line with food safety standards
- Set up and cleared tables and supported daily front-of-house operations to ensure smooth and efficient service

BONIIK HILTON

Cosmetics Sales Assistant

(FEBRUARY 2024 - NOVEMBER 2025)

- Provided personalised consultations on Korean skincare, building strong product knowledge and interpersonal communication skills
- Delivered attentive customer service and maintained store presentation and inventory

LEADERSHIP & INVOLVEMENT

LOVEKINS BABY EXPO

MAY 2026

Brand Representative (volunteer)

- Represented Lovekins at the expo to help reintroduce the brand into the wellness market, communicating its mission and product range to consumers
- Selected by the brand owner to lead front-of-booth customer engagement, recognised for clear, warm communication and product storytelling
- Delivered product samples and on-brand messaging in a fast-paced event environment, supporting brand awareness and visibility

UNSW PPIA

(NOVEMBER 2024 - JUNE 2025)

Indonesian Night Market Team Committee

- Coordinated volunteers and internal communication, building team planning and leadership skills
- Drafted clear outreach messages and emails to stakeholders and participants

DEAKIN COLLEGE STUDENT CHAIR COUNCIL

(2022)

Indonesian Night Market Team Committee

- Represented the student body and supported the planning of college events and initiatives