

Summary Addressing Key Selection Criteria

POSITION Social Media Internship (YouTube)
DURATION 12 months
CLASSIFICATION HEW 4
DEPARTMENT Research IT Services Department, The University of Melbourne

An extended version of my CV containing experiences explained below can also be found here:
www.marcellapurnama.com/cv.

Essential

1. Applicants will be currently enrolled University of Melbourne students.

I am currently enrolled as a graduate student of Master of Publishing and Communications at the University of Melbourne. Since this is a two year degree starting in July 2014, I am eligible for the twelve month social media internship.

2. An ability to interact positively with diverse groups of people.

Having been studying, interning and working at various international institutions, I have been interacting with people from various cultural and social backgrounds. These include:

- being an international undergraduate student at The University of Melbourne,
- a Student Research Intern at Royal Children's Hospital for three months,
- a Journalist and Columnist at Meld Magazine (Melbourne's international news website) for over two years,
- a Blogger at Farrago (University of Melbourne's student news magazine) for six months,
- a Content Writer/Marketing Communications Executive at YCAB Foundation (nonprofit organisation that focuses on youth development),
- an Australian Regional Editor/Chief Editor at Indonesia Mengglobal (a website that shares information for Indonesians who want to study overseas), and
- a Knowledge and Content Manager at blueVisions Management (international consultancy).

Through these opportunities, I am able to discuss my opinions in meetings, both with colleagues and superiors as well as people with differing cultural and social values compared to mine (more specifically, people with different ranks and cultural values). As an example, while working at blueVisions Management, the Marketing Communications department (consisted of four Indonesians with different ethnic backgrounds) had successfully discussed and presented about the need for a company blog to the CEO (who was Australian) and our Regional Manager (who was Filipino). This resulted in positive feedback on our plan and we were given a green light to build the international company blog for the first time.

Thus, I have learned to voice my reasonings in an appropriate manner, and to contribute in discussion to reach a goal.

3. Experience in a public facing role such as (but not limited to) retail or hospitality.

I worked part time in a hospitality setting when I was still in university, being a floor staff and barista at Laurent Bakery and Patisserie and Foodworks Café for about a year. Apart from this experience in handling customer, I am also exposed to public facing role during my work at YCAB Foundation.

Being a Marketing Communications Executive, I handled several Corporate Social Responsibility (CSR) volunteering projects with corporate partners, which include ANZ Bank, Samsung and Microsoft, among others. An example of a project would be managing volunteers from Microsoft employees to teach YCAB Foundation's beneficiaries about social media. Here, I needed to act as a bridge between the volunteers and our underprivileged youths. Full coverage of the event can be read through [this link](#).

4. Positive contributions to social media or other online networks, through content creation, moderation, network building or other demonstrable means.

YCAB Foundation

Back when I was working at YCAB Foundation, together with another colleague we were in charge of the site's Facebook, Twitter and YouTube channels. We were able to produce content to invite youths to make a difference, as well as raising awareness about the [importance of charity](#) through our blog. Other examples include: 1) producing photos of our work on the field with quotes, thus increasing the likelihood of people sharing, 2) holding a photo campaign (and contest) to commemorate International Day against Drug Abuse and Illicit Trafficking 2013 and 3) having the initiative to create an organisational video profile.

As a result, our social channels (most notably Facebook and Twitter) increased in followings, with over 2,500 new followers during the time I was working there.

Website: www.ycabfoundation.org
Blog: blog.ycabfoundation.org/
Facebook: www.facebook.com/ycabfoundation
Twitter: <http://twitter.com/ycabfoundation>
YouTube: www.youtube.com/ycabfoundation

Indonesia Mengglobal

Through my role as an editor, I have witnessed the power of quality content to positively contribute to social media. By intentionally publishing and writing content in our blog that matters to our audience (in this case, providing the right information about getting scholarship, sharing lessons and providing advices to potential students), we have seen our articles being shared on Facebook and Twitter, which increased our traffic significantly – from about 35k views in November 2013 to about 70k views in May 2014.

Website: indonesiamengglobal.com
Facebook: www.facebook.com/IndoMengglobal
Twitter: www.twitter.com/indomengglobal
YouTube: www.youtube.com/IndoMengglobal

5. High level verbal and interpersonal skills including the ability to write clearly using correct English grammar, punctuation and spelling.

As a Journalist/Columnist at Meld Magazine, I have honed my ability in communicating and writing in English. Having been involved such publication not only enabled me to write well, but also to talk confidently in social settings with other people, as often I needed to participate in

international students events and to interview various people (my full portfolio during my time in Meld can be accessed through [this link](#)).

Not only that, as a Content Writer at both YCAB Foundation and blueVisions Management, I was consistently able to write articles, e-newsletter and news coverage in good quality. In addition, my role as Editor at Indonesia Mengglobal also provided me with the continual exercise I needed to keep using the correct English grammar, punctuation and spelling.

My verbal and interpersonal skills were also shown while I was working at YCAB Foundation. Often, I would need to give a presentation in English about our organisation to prospective international corporate partners. An example will be giving a presentation to Opera browser, which led to a partnership in holding 'Browse for Change' campaign. Through this event, every Opera app that was downloaded by the public would be turned into donation to YCAB Foundation. Full coverage of the event can be found through [this link](#).

6. Initiative to manage workload, meet deadlines and solve problems and issues in a mature manner and without direct supervision.

University years

During my final year as an undergraduate student, I have successfully been able to manage my workload between working part time, interning both at Meld Magazine and Royal Children's Hospital, as well as studying. I have learned to prioritise my work and making a list of the most important deadlines.

Working years

That said, for the past year of my work I am also able to work full time and be involved in Indonesia Mengglobal. Although my work at Indonesia Mengglobal is unpaid (it's a voluntary position), I am able to never intervene my voluntary work with my full-time work, thus meeting both deadlines in a professional manner.

Continuing on this experience, I would like to highlight a case from my work at Indonesia Mengglobal. A couple of months ago there was a misunderstanding that occurred with one of the editors. As a result, one article was not published on time and there was a bit of a mix up in the scheduling with other editors. As Chief Editor, I was able to manage the issue carefully – clearing the misunderstanding without including other editors (personal clarification) and quickly offered some solutions on what to do next.

7. Adapt easily to new technologies, apps and social media platforms.

When I started university, I started blogging. In blogging, I have encountered a lot of problems and more than once I was forced to adapt to technologies that transformed quite rapidly. I first used the platform Wordpress.com before migrating to Wordpress.org - having my own domain and securing my own hosting. It was an eye-opening experience as sometimes, technical glitches were unpreventable and I was left to figure out on how to solve the problems myself (with the help of Google, of course). During this time, I had several crash courses in coding, as well as able doing minor modification on the site's appearance.

Furthermore, I have used various social media scheduling platforms before finding one that really works well (HootSuite, at the moment). I also used phone apps on the go to cover live events (usually using Twitter).

8. An ability to work as part of a team and contribute to the achievement of shared outcomes in a positive manner.

When working at YCAB Foundation, the Marketing Communications Department held a social fundraising event called [Angel of Change Night 2013: Giving Hope for a Better Indonesia](#) with over 300 people attending. With local artists acting as our ambassadors, this gala dinner not only garnered sponsors and donors, but also further boosted our social standing both in online and traditional media.

We worked for this event for a month, and the team, consisting of five members, managed to distribute the workload and worked together to achieve our goals. One person was handling the corporate sponsors, as the others working on the PR and entertainment sections. I personally managed the internal team (consisting of twenty other YCAB Foundation employees) as ushers and receptionists to welcome our guests and bring them to appropriate tables. The event was a success, with about US\$150,000 donation secured and we celebrated the achievement as a team.

9. An ability to learn independently.

As an international student studying in Melbourne, I have demonstrated the ability to learn independently, away from the comforts of home. During my first year, my English was not yet good enough and I was forced to figure out things by myself. This experience had brought me out of my comfort zone and developed my ability to actively learn the subjects that I had not mastered.

During my internship and working experiences, I have also learned things on my own initiative – some examples include learning how to use HootSuite, Wordpress, Adobe Photoshop and iMovie, among others.

10. Availability for the Research Bazaar conference in February 2015.

I will be available for the Research Bazaar conference in February 2015.

Desirable

1. Experience using digital media platforms (video editing apps) to create original content.

I have experience in using iMovie to create content. As a Media and Communications student, one of the subjects gave the permission to submit a video essay instead of a written essay with the topic on 'The Medium is The Message' by Marshall McLuhan.

Furthermore, although I was not involved in the video editing process, I have also worked with videographers on assignments, directing and scriptwriting the pieces:

- | | |
|---|-----------------|
| • Which Tram Traveller are You? | Meld Magazine |
| • Dody's Story: From a School Dropout to Entrepreneur | YCAB Foundation |
| • About YCAB Foundation | YCAB Foundation |
| • YCAB Impact 2013 | YCAB Foundation |

2. A demonstrable passion for and knowledge of social media videos and the web: confidence using information technology, including social networking sites.

I am passionate in using social media videos to make a lasting impact. Some of my favourite sites which use videos to further create a difference include [Upworthy](#), [Jubilee Project](#) and [Ted](#).

At Upworthy, videos are used to share stories, usually about a topic of interest (representation of female bodies) or to raise awareness about an issue (bullying). Jubilee Project takes video making

to a whole new ground, as this nonprofit continually raises awareness about something (AIDS, deafness, cancer and more) and uses the donation from public to support other local organisations. Ted, through its engaging Ted Talks, uses videos to share ideas that matter.

Thus, I believe in the power of social media videos, how they can be shared through other platforms (Facebook, Twitter and the lot) to really reach to a lot of number of audience and really make a difference. Videos are specifically useful to grab the attention of people, as they are easy to be watched and understood compared to reading a long article.

3. Demonstrated leadership in an activity or work environment.

While doing the social fundraising event Angel of Night Change 2013 at YCAB Foundation (explained above), I managed about twenty people to make sure each team (groups of ushers and receptionists) knew the tasks that were entrusted to them - for example which guests they were serving and which tables they belonged too.

A Chief Editor at Indonesia Mengglobal, I also managed three other regional editors – mentoring them in how an article's influence can be maximised (by creating SEO and content guidelines, as well as monitoring the stories published).

4. Understand how social media is used across a wide variety of groups and demographics

Back at YCAB Foundation, Facebook and Twitter worked best as we were reaching youths. However, in blueVisions Management, many articles were actually read widely from LinkedIn, as we targeted young professionals.

Thus, I have come to learn that social media must be used accordingly depending on the target audience.