

ERIC CHANDRA TANNADA

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Melbourne, Victoria

Recent Bachelor of Communication (Media) graduate with hands-on experience in social media management, content creation, and community engagement. Skilled in short-form video content scheduling across Instagram, TikTok, and Facebook. Passionate about storytelling and brand building. Eager to contribute to a creative team and grow in a fast-paced environment.

EDUCATION

Bachelor of Communication (Media) 2023 - 2025
RMIT University, Melbourne, Australia

- Completed in Distinction (GPA 3.2)

Bachelor of Management 2017 – 2021
Universitas Pelita Harapan, Medan, Indonesia

- Completed in GPA 3.10

PROFESSIONAL SKILLS

- Strong written and verbal communication
- Collaborative and proactive team player
- Organised with strong attention to detail
- Adaptable to fast-paced environments
- Creative thinker with a solution-focused mindset

TECHNICAL SKILLS

- Social Media Management:** Sprout Social, Meta Business Suite
- Content Creation:** Short-form video, photography, and graphic design
- Editing Tools:** Adobe Creative Cloud, DaVinci Resolve, CapCut, Canva
- Analytics & Reporting:** Google Analytics, audience insights, performance tracking
- Productivity Tools:** ChatGPT, Notion, Airtable, Microsoft Office, Google Workspace

WORK EXPERIENCE

Digital Marketing and Social Media Assistant Intern Aug 2025 – Oct 2025
Commune Group – Windsor, Australia

- Managed social content for six hospitality brands across Instagram and TikTok, using Sprout Social and Meta Business Suite for content scheduling and campaign alignment.
- Collaborated with PR and marketing teams on photoshoots, campaign execution, and email marketing using Mailchimp to support customer engagement.
- Analysed audience engagement data to identify content trends and conducted strategy research on hospitality industry trends and competitor activity.
- Contributed to content planning and workflow coordination, supporting consistent brand storytelling across multiple channels.

Social Media Manager

Sep 2023 – Jan 2024

Thinking of Pizzas – Prahran, Australia

- Managed Instagram and TikTok accounts, building and executing a content strategy that supported audience growth and engagement through short-form video, graphic content, and daily community interaction.
- Monitored trends and translated them into on-brand content that resonated with local audiences.
- Coordinated influencer collaborations, including outreach, content briefing, and scheduling to promote the restaurant and increase brand visibility.

Visual Content Producer

Sep 2022 – Oct 2022

Hachi In Style – Jakarta, Indonesia

- Produced high-quality photo and video content for fashion campaigns on e-commerce platforms.
- Collaborated with strategy and marketing teams to develop content concepts for seasonal campaigns.
- Streamlined content workflows, helping to reduce turnaround time.

Marketing Coordinator

Apr 2022 – Aug 2022

DishServe – Jakarta, Indonesia

- Produced high-quality video and photo content for marketing campaigns, working directly under the Content Lead.
- Contributed to content planning and execution, ensuring alignment with campaign KPIs and creative direction.
- Supported efficient content production through improved workflow coordination.

ACHIEVEMENTS & PROJECTS

- **Multi-Brand Management:** Managed social content for six hospitality brands simultaneously at Commune Group
- **Audience Growth:** Contributed to Instagram engagement growth through consistent content planning

CERTIFICATIONS

- **Email Marketing Certified** – Hubspot Academy (2025 - 2027)
- **Social Media Certified** – Hubspot Academy (2025 - 2027)

LANGUAGES

- English (Fluent)
- Indonesian (Native)
- Mandarin (Conversational)

REFERENCES

Emily Beckett
Brand & Marketing Manager | Commune Group
Contact details available upon request.