

MELITA GELASIA

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I am a Communication Science graduate with strong interests in marketing, content creation, and public relations. Actively involved in academic and non-academic projects, passionate about collaboration and continuous growth. Open to relocation and ready to contribute to dynamic, purpose-driven environments.

EDUCATION

Atma Jaya Yogyakarta University (August 2021 – May 2025)

Bachelor of Communication Science, graduated in 3.5 years, GPA 3.79/4.00, earned Cum Laude honor

PROJECTS

FOS Creative | Co-Founder & Strategic Planner (August 2024 – December 2024)

Founded a communication agency focused on solving branding and marketing challenges. KisaHardja is a campaign project created by the FOS Creative team for our client, Hardja Compound Ground—a cafe in Yogyakarta, facing challenges in brand awareness as a new business. As part of FOS Creative, we delivered the following results:

- Increased followers by 44.94% and achieved an engagement rate of 15.52% on Instagram.
- Gained 83.2K post views on TikTok.

Ambarrukmo Group (November 2023 – December 2023)

My team and I develop a strategy that analyzes the segmentation, targeting, and positioning of the “Pasar Wiguna”. We also identified opportunities to increase visitor attendance at the event with digital marketing strategy.

Dango Cece (November 2023 – December 2023)

Dango Cece is a food truck business located in Barsa City, Yogyakarta. My team and I were given the opportunity to manage the brand. We worked on developing a unique logo, slogan, and brand positioning to help Dango Cece stand out in the market.

Yamie Panda (October 2023 – November 2023)

Yamie Panda is a noodle restaurant based in Yogyakarta. My team and I were given the opportunity to identify its actual brand identity by analyzing the company’s corporate communications—specifically comparing its desired, projected, perceived, and applied identities.

News Coverage Regarding Murals in Yogyakarta (May 2023 – July 2023)

My team and I had the opportunity to meet a mural painter who also leads mural activities in Taman Sari, Yogyakarta. I conducted an interview with him and developed the story into a news coverage piece.

Magha Puja by Vidyaloaka Vidyasena Monastery | Publication and Documentation Staff (February 2023 – March 2023)

Magha Puja is one of the major celebrations in Buddhism. As a Buddhist organization in Yogyakarta, Vidyaloka Vidyasena Monastery organized the Magha Puja event and recruited me as a publication and documentation staff. In this role, I contributed by:

- Creating designs for the posters, booklets, and certificates.
- Handling event documentation.
- Managing the sound system during the event.

Dhamma Talk by Kamadhis Dharma Jaya UAJY | Public Relations and Sponsorships Coordinator (August 2022 – October 2022)

Dhamma Talk is a program initiated by Kamadhis Dharma Jaya UAJY (KDJU) that features Buddhist figures sharing Dhamma teachings. As a Public Relations and Sponsorships Coordinator, I contributed by:

- Preparing sponsorship and partnership proposals.
- Creating counter-performance documents and drafting Memorandum of Understanding (MoUs) for external stakeholders.
- Engaging with stakeholders, including reaching the sponsors and building partnership with media outlets to help promote the event.

Vesak Event by Kamadhis Dharma Jaya UAJY | Event Coordinator (April 2022 – June 2022)

Kamadhis Dharma Jaya UAJY (KDJU) celebrated Vesak with the theme “Religious Tolerance Toward Universal Peace”. As an Event Coordinator, I developed the concept and planned the entire series of activities. I was also responsible for contacting speakers and guest stars, as well as coordinating with other divisions.

EXPERIENCES

Kamadhis Dharma Jaya UAJY | Steering Committee (February 2024 – February 2025)

As a Steering Committee member at Kamadhis Dharma Jaya UAJY, a Buddhist youth organization on campus, I was responsible for guiding leadership, advising the management team, overseeing internal conditions, and providing input on organizational activities.

PT Sebangku Jaya Abadi | Research Intern (February 2024 – June 2024)

As a Research Intern at PT Sebangku Jaya Abadi, I contributed by conducting research for our client, the Pacitan Government, on the Pacitan Regency Tourism Competitiveness Index. I also published several articles including popular science pieces and press releases.

Kamadhis Dharma Jaya UAJY | Treasurer (February 2023 – February 2024)

As Treasurer at Kamadhis Dharma Jaya UAJY, I managed the organization’s finances, maintained financial records, led fundraising initiatives, and prepared accountability reports for programs.

C Plus Event Organizer | Freelancer (June 2022 – October 2023)

Assisted guest welcoming and seating arrangements at events.

SKILLS

Communication skills, Time management, Public relations, Brand management, Brand strategy, Corporate communications, Marketing communications, Event management and coordination, Digital marketing.