



KOBE TURANGAN

SKILLS

Social Media Strategy
Digital Marketing
Brand Design
Photo and Video Editing
Strategic Communications
Graphic Design
Influencer Marketing
Start-Up Development

TOOLS & TECHNOLOGIES

Google Suite
Adobe Creative Suite
Microsoft Offi
Final Cut Pro

PERSONAL SKILLS

Creative spirit
Reliable and professional
Organized
Time management
Team player
Fast learner
Motivated

CONTACT

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SOCIAL

LinkedIn:
[linkedin.com/in/kobeturangan](https://www.linkedin.com/in/kobeturangan)

Website & Portfolio:
<https://www.kobeturangan.com/>

ABOUT

From the San Fransisco Bay area, I am pursuing my career in public relations with my passion for the digital world. As a student at Biola University, I continue to grow my skills in social media, digital marketing, graphic design, and strategic communication. Fascinated with the growing digital world, I have interests in connecting organizations with their publics through online platforms.

WORK EXPERIENCE

SOCIAL MEDIA CONTENT COORDINATOR

Biola University | Jan 2020 - December 2021

- Manage social media accounts (Instagram & Youtube)
- Create social media graphics for daily postings
- Schedule and create social media campaigns

GRAPHIC DESIGN AND INFLUENCER MARKETING INTERN

Next Step Talent | May 2021 - August 2021

- Designed media kits with over 25 curated client information.
- Created social media assets for clients with over 1 million followers.
- Research e-commerce opportunities for 25+ clients.

DIGITAL COMMUNICATIONS INTERN

Giving Children Hope | Jan 2020 - May 2020

- Manage social media accounts
- Create graphics/logos for social media, posters, & programs
- Aid in development and relaunch of new website

CONTENT CREATOR

Youtube | Jan 2012- 2018

- Promoted brands to an average of 7k viewers per video.
- Directed videos for an audience from ages 13-18 resulting in 14.4k subscribers
- Managed uploading schedule which resulted in 190 videos in total

EDUCATION

BACHELOR OF ARTS, MAJOR IN PUBLIC RELATIONS

Biola University | 2018 - 2021

ONLINE PORTFOLIO:

[HTTPS://WWW.KOBETURANGAN.COM/](https://www.kobeturangan.com/)

WORK EXPERIENCE CONT.

FREELANCE BRAND DESIGNER & GRAPHIC DESIGNER

Freelance | Oct 2018 - Present

- Assists with website design for brands: Boba & More, Galvan Dental, and Bon Mange
- Created social media assets from Instagram posts to TikTok posts for Boba & More.
- Provided consulting to brand development on social media

"EVER SINCE BY KOBE" - SMALL BUSINESS OWNER

Freelance | July 2020 - Dec 2020

- Created and managed an Etsy shop with over 21k views.
- Sold and shipped out 580+ orders to customers worldwide
- Brought in 33% of customers via social media marketing.

BARISTA

Boba & More | January 2021 - Present

SALES ASSOCIATE

Pacsun | June 2019 - August 2019

PLATO'S CLOSET ONLINE CONTENT STYLIST

Treefort Creative | Oct 2016 - Dec 2018

- Constructed video ideas and uploading schedules
- Filmed and edited monthly videos for the Youtube Channel which increased view count by 30%
- Modeled and marketed clothing pieces on social media sites