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**Anjalena Binoy**

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**COMMUNICATIONS PROFESSIONAL**

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# PROFILE

A dynamic communications professional, experienced in digital media management, with a proven track record at GOGO Events and Cystic Fibrosis South Australia. Strong background in sourcing information, conducting interviews, and delivering strategic communications that align with organisational goals.

Passionate about leveraging communication to drive social impact and enhance brand visibility.

# KEY COMPETENCIES

Critical thinking Teamwork

Excellent communication skill Strong interpersonal skills Exceptional organisational skills Resilience

Self Management Initiative and enterprise

Content Strategy Strategic Communications

Social Media Management

Content Creation using Figma and Canva Ability to handle Meta Business Suite

Microsoft Office Skills: Word, Excel, PowerPoint Audio and Video Editing Software: Adobe Premier Pro & Audacity

# WORK EXPERIANCE

**GOGO Events**

**Social Media Content Manager**

**January 2025 - May 2025**

Creating and managing content for Instagram, Facebook, and LinkedIn, ensuring consistent and engaging messaging.

Implementing social media strategies to boost brand awareness, traffic, and engagement. Monitoring and analysing performance using Meta Business Suite

Researching and applying emerging trends, hashtags, and platform features to keep content relevant. Providing guidelines and training team members on best practices for brand consistency.

## GOGO Events April 2024 - November 2024

**Communications Project - Internship**

 Researched key stakeholders and target publics.

 Generated strategic communication goals targeting stakeholder engagement and potential clients.  Drafted content to highlight brand’s achievements and social responsibility.

 Undertook social media monitoring to identify brand’s current content performance.  Developed of a Style Guide enhancing brand’s visual identity.

## Cystic Fibrosis South Australia Communications Officer Assistant - Internship

 Prepared the quarterly newsletter ‘Rose Report’ – Designing & writing.

## August 2022 - September 2022

Sourced information from staff and Interviewed members for newsletter articles and administrative work.

Shot a video of a networking event conducted by Geelong Women’s Business Club in partnership with CFSA and interviewed panellists.

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| **EDUCATION** |  |
| **Master of Communication** University of South Australia GPA: 5.68 / 7 | **2023 - 2024** |
| **Bachelor of Journalism and Professional Writing**  University of South Australia | **2020 - 2022** |
| GPA: 5.14 / 7 |  |

# REFEREES

## Sarah Gun

Chief Executive Officer, GOGO Events Phone: +61 412 975 137

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## Janine Vella

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