

FRANSISCA FLEICIA PASCHALINE

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Communications Portfolio: fleeworks.my.canva.site

PROFILE

Flei is a social media and digital communications manager with three (3) years of cumulative experience structuring organisational knowledge into digital content across social media, newsletters, community channels, and learning platforms. She excels at bridging internal research and external engagement, making data-driven insights compelling for the target audience.

EDUCATION

Universitas Gadjah Mada

Bachelor of International Relations

Yogyakarta, Indonesia | Hybrid

September 2020 - December 2023

- **GPA:** 3.82/4.00 (Cum Laude) [[Academic Transcript](#)].
- **Concentration Studies:** International Political Economy and Development.
- **Area Studies:** Japan, China, ASEAN, Australia (Asia-Pacific).

Stanford University Graduate School of Business

Executive Education, Stanford Business Essentials

California, United States | Remote

September 2025 - February 2026

- **Courses:** Economics and Strategy, Data and Decision-Making, Finance and Accounting, Communication and Influence. [[Credential](#)].

PROFESSIONAL EXPERIENCES

Daaamn Good Pte Ltd

Social Media and Digital Communications Manager - Full-time

Orchard Rd, Singapore | Remote

February 2025 - Present

Lead the company's digital communications across social media, community, CRM, and web platforms, focusing on content development, storytelling, and brand consistency.

- Direct end-to-end social media operations across Instagram, TikTok, YouTube, Facebook, Lemon8, and LinkedIn.
- Lead the development of written, visual, and multimedia content that translates organisational knowledge into clear, engaging brand narratives.
- Design and develop structured learning materials and training resources, including workshop decks, workbooks, scripts, and guides, to support effective learning experiences.
- Curate and maintain knowledge-based resources and references to ensure consistent client learning and programme delivery.
- Manage client records, track engagement, and drive follow-up workflows using CRM tools such as HubSpot and Constant Contact.
- Execute email campaigns and newsletters to ensure timely, consistent, and on-brand communication with clients.
- Oversee online community engagement across digital platforms (e.g. Telegram) through relevant content and timely responses.
- Manage website content to enhance clarity, usability, and audience engagement.

Executive & Communications Assistant - Full-time

March 2024 - December 2024

Worked directly under the CEO, supporting communications, content development, and operations to strengthen the company's market presence in Singapore's coaching and training industry.

- Developed and executed social media campaigns end-to-end — from content planning and creation to publishing — increasing brand visibility and audience engagement across platforms.
- Produced training materials, presentation decks, and website content, translating the CEO's expertise into client-facing educational assets.

- Conducted market and competitor analysis to inform brand positioning, messaging, and business development strategy.
- Managed hybrid and online workshops from planning through delivery, coordinating logistics, materials, and participant communications.
- Supported day-to-day business operations including scheduling, correspondence, and client relationship follow-ups.

Policy+

Jakarta, Indonesia | Hybrid

Knowledge Management Specialist - Freelance

January 2025 - June 2025

- Developed research-based knowledge products and visual content on Indonesia's political, social, and economic landscape, as well as broader international relations topics.
- Translated complex policy research into accessible proposal decks, infographics, and presentations for internal and external stakeholders.

Research Analyst - Full-time

October 2024 - December 2024

- Conducted in-depth research and developed policy recommendations on global and national projects related to environmental sustainability, good governance, and human rights.
- Facilitated effective communication with stakeholders, including government bodies, businesses, NGOs, and international organizations, to gather relevant data and foster collaboration for research projects.
- Assisted in project management from initial planning and data collection to final reporting and dissemination of findings, ensuring timely and impactful delivery of project goals.

United Cities and Local Governments Asia-Pacific (UCLG ASPAC)

Jakarta, Indonesia | On-site

Research and Policy Intern - Internship

November 2023 - February 2024

- Assisted in in-depth research on the Collaborative Climate Action (CCA) project under the United Nations.
- Produced 6 (six) article websites and 4 (four) policy reviews on government documents related to climate change mitigation and adaptation commitments.
- Developed social media LinkedIn content writing and increased page views and engagement by 265.8%.

LEADERSHIP EXPERIENCES

UGM ASEAN Society

Yogyakarta, Indonesia | Hybrid

Deputy Director of External Affairs

October 2021 - December 2022

- Supervised the organization's members through 3 (three) designed programs to develop external relations skills.
- Created and improved marketing and operational processes to increase social media engagement on Instagram.
- Constructed 30+ knowledgeable partnerships to enhance the organizational insights and networks.

UGM International Relations Student Association

Yogyakarta, Indonesia | Hybrid

Head of Information and Communication Department

January 2022 - December 2022

- Directed the organization's members in developing diplomatic affairs, strategic communications, event management, and social media strategist skills.
- Facilitated external relations between KOMAHI and entities outside of the Department of International Relations through 11 (eleven) programs that aim to produce profitable cooperation to enhance the organization's insights and networks.
- Held 8 (eight) webinars and visitations with notable speakers from established companies and organizations for a total of 100+ participants in each event.
- Strategized innovative content ideas and developed 30+ partnerships to boost social media engagement on Instagram, X(Twitter), YouTube, Line, and Spotify (Podcast).

AWARDS (SELECTED)

- [International] - Grand prize-winning essay in ASEAN-Korea 2022 International Academic Essay Competition with the title “ASEAN-ROK Sustainable Infrastructure Partnership: Smart City Innovation Development to Promote Inclusive Green Economy Ecosystems”. (October 2022) [[certificate](#)].
- [National] - 1st place in Policy Making Competition of Bandung Conference for International Relations Scholars (BCIS) 2022 with the title “New Tourism: Indonesia’s Post-pandemic Strategy in Response to the Sustainable Economy Shifting”. (August 2022) [[certificate](#)].

PUBLICATIONS (SELECTED)

- [Journal] - “Reconfiguring Urban Governance: Paradiplomacy and Triple Helix Dynamics in ASEAN–Republic of Korea Smart City Collaboration”, The Indonesian Journal of Southeast Asian Studies, December 2025. [[references](#)].
- [Article] - “Sino-Singapore Tianjin Eco-City: Unveiling China’s Good Practices in Decentralised Governance for Smart Urban Development”, UCLG ASPAC, February 2024 [[references](#)].
- [Article] - “ASEAN Smart Cities Network (ASCN): Exploring the Essence of 'Smart Cities' in the ASEAN Region and Addressing Key Challenges”, UCLG ASPAC, February 2024 [[references](#)].
- [Article] - “Coastal Resurgence: The Role of Local Government in Catalyzing the Blue Economy for Coastal Cities and Regions in Asia-Pacific”, UCLG ASPAC, February 2024 [[references](#)].
- [Article] - “Twin Approaches: Climate Change Mitigation and Adaptation in Developing Countries”, UCLG ASPAC, February 2024 [[references](#)].
- [Journal] - “Japan’s Aging Society: A Challenge to Japan’s Diversity & Social Inclusion.” Jurnal Transformasi Global, June 2023 [[references](#)].

RELEVANT CERTIFICATIONS

Google Digital Marketing & E-Commerce Professional Certificate	<i>July 2026</i>
Canva Graphic Design Essentials	<i>August 2025</i>
MySkill Fullstack Digital Marketing	<i>March 2024</i>
United Cities and Local Governments Asia-Pacific (UCLG ASPAC) SDGs Localisation and the Role of Local Governments in SDGs Attainment	<i>February 2024</i>

VOLUNTEERING

- Master of Ceremonies (MC) at Indonesia Peer Leaders PT Paragon Technology and Innovation (March 2022) [[certificate](#)].
- Mentor at Youth Assists Indonesia (January 2022).

SKILLS & LANGUAGES

Skills

- Hard skills: Social media management, digital marketing, content creation, content writer, script writing, website management, email marketing, community management, strategic communication, and knowledge management.
- Soft skills: Leadership, interpersonal skills, public speaking, and problem-solving skills.

Languages: Indonesian: Native; English: Professional Working Proficiency [[TOEFL ITP certificate](#)].