# MICHELLE ANINDYA

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*A smart, savvy, and creative thinker who delights in writing and daydreaming about the world around her. Favorite things to ponder are spirituality, design thinking, branding, cultural identity, and a bit of science and its wonders. She always calls herself a storyteller, not a writer.*

*She finished her degree in Minnesota, but always calls San Francisco her second home. However currently, her first and primary home is Bali.*

## EDUCATION

**UNIVERSITY OF MINNESOTA, TWIN CITIES**
Minneapolis, MN | Graduated in 2014

Bachelor of Arts, Sociology
Bachelor of Arts, Cultural Studies and Comparative Literature
GPA 3.39

Recipient of the Barbara Newsome Internship Award

## WORK EXPERIENCE

**PERSONAL ASSISTANT TO JANET DENEEFE**
Casa Luna and Yayasan Saraswati
Ubud, Bali | Sep '16-Present

• Manage, schedule, and write copies for Instagram accounts of all 6 businesses Janet owns
• Assist Janet with all marketing and promotional materiasl
• Organize Ubud Food Truck Park, a monthly foodie pop-up event in Ubud
• Schedule Janet's diary and appointments
• Answer emails on behalf of Janet DeNeefe
• Meet potential business partners on behalf of Janet DeNeefe

**ORGANIZER**
San Francisco Indonesian Film Festival
San Francisco, USA | May '15-March '16

• Organized film screenings, which includes budgeting, bookkeeping, outreach to producers and distributors, securing venues, creating a thorough marketing plan, etc.
• Pre-screened and selected Indonesian films that honor Indonesian history and diverse cultures, while also showing a great extent of artistic value.
• Consistently worked towards the organization's vision, brainstormed new ideas for marketing and fundraising plans, evaluated working plans thoroughly, studied the market extensively, designed market surveys, etc.

**YOUTH EDUCATION INTERN**
San Francisco Film Society
San Francisco, USA | Feb '15-May '15

• Sat in the pre-screening committee for the San Francisco International Film Festival 2016.
• Created study guides for elementary to high school students to foster critical thinking about movies
• Performed email outreach to 1000+ classes and teachers in the Bay Area.
• Assisted filmmakers and the Education Manager throughout the Festival (welcoming students, answering questions from teachers, escorting filmmakers to schools, etc).

## ON WRITING

**TANAH&AIR** is a newsletter project exploring the dynamic identities of being Indonesians in the present days
**MEDIUM** as a writer for The Writing Cooperative
**ANINDHEA.COM** for personal rants and short stories

**TOOLS :** Wordpress, Medium, Mailchimp, InDesign

**STRENGTH :** Copywriting, Content Writing, Social Media, Narrative Writing

**anindhea.com**
**Medium @michelle.anin**