

# JENNISHA ARNANTA

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Passionate and ambitious individual with a Bachelors degree in Commerce at the University of Melbourne, seeking to leverage skills and experience in community management, sales & marketing, event planning, research & analytics to contribute value

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## SKILLS

- Leadership • Bilingual (English/ Bahasa Indonesia) • Teamwork & Collaboration • Analytics
- Community Management • Intercultural Communication • Research • Sales & Marketing

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## EDUCATION

**University of Melbourne (Victoria, Australia)**

**2018 - 2021**

Bachelor of Commerce – Finance and Management

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## PROFESSIONAL EXPERIENCE

**Business Development Manager – Geezy Global**

**April 2021 – ongoing**

- A food-tech start up, offering burgeoning and innovative SaaS, aiming to disrupt the hospitality and retail industry, partnered with the top F&B companies such as Nestle, Coca Cola and Jim Beam
- Worked together with marketing department to craft sales pitch deck and collect data/materials for upcoming campaign & newsletter
- Increased net sales by 20% over 3 months and entrusted with additional territories: UK and US

**Community Organiser - Community for UMSU, Victoria, Australia**

**Oct 2020 – Oct 2021**

- Campaign coordinator and community manager of students' grassroots movement to elevate diverse representation of students within the union, winning 90% of elected positions within its first year
- Spearheaded ambassador and recruitment program, successfully increasing community members by 200%
- Oversee social media campaign for the largest student election in Australia with [videos](#) reaching **over 69.6k views and doubling social media page** followers within 2 months

**Education Academics Affairs Office Bearer – UMSU(UniMelb Student Union) Nov 2020 – ongoing**

- Elected officer to the largest affiliate of Australia's peak representative body for students managing academic affairs of the association
- Collaborate with internal departments to spearhead [internal and public campaigns](#) to champion equitable education and welfare for over 60,000 students, successfully securing grade adjustment policy and expansion of reduced study load policy to overseas students
- Responsible for co-managing social media accounts (**Facebook, Instagram, Mailchimp**) including design of post and video edition (**with videos reaching over 48.3k viewers and 160 shares**)
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**President - Melbourne University Toastmasters, Victoria, Australia**

**Aug 2020 – March 2021**

- Direct, plan and implement policies, objectives, and activities of the organisation
- Implement corrective action plans to solve organisational and marketing problems and was awarded with recognition for the most increased membership of 50% within the district by Division Director
- Spearheaded and initiated collaboration projects *with Toastmasters all over the world (Toronto, Korea, Indonesia, Malaysia, Shenzhen)*, doubling engagement and outreach during COVID-19
- Spearheaded and oversee programs and workshop (mentoring, leadership and communication) achieving President Distinguished Club Award – the highest award attainable to the club.

## Digital Marketing Intern - Social Connection, Victoria, Australia

Nov 2018 – Feb 2019

- 3-month summer intern in a dynamic start-up environment providing B2B social media and digital marketing services.
- Devised and managed creative social media [editorial calendar](#) using Canva and performance metrics to ensure consistency and alignment with audience interest.
- Authored daily content and web articles for clients and company for engagement
- Researched SEO statistics and applied SEO optimized website content strategy accordingly to enhance web presence.

## AWARDS/RECOGNITION

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### Leadership in Community Award (LiCA)

An award to recognize active and engaged individuals in volunteering, university participation, and professional development activities, both on and off campus.

### Leading by Example & LiCA Panelist - Victoria, Australia

Invited as a panelist to speak alongside academic professionals and other student leaders to over hundreds of students on topics regarding leadership, volunteering and industry insights.

### Bupa InSpire Day Hackathon 2019 – Victoria, Australia

Worked with Bupa Digital team to construct and deliver a business pitch for the company's InSpire day event, a day to innovate and brainstorm ideas to improve people's experience through digital means.

### Web 3.0 (Singapore FinTech Festival 2021)

- 3-part course diving into Blockchain, Distributed Ledger Technology, AI and Quantum Computing.
- Consisted of talks from industry leaders for the future integration of this disruptive technology in our current financial services.
- Assessments to test knowledge included

### Blockchain Revolution Specialization – INSEAD, Coursera

in progress

4-series course on blockchain introducing business professionals to the world of Blockchain featuring Don Tapscott through tailored course curriculum, assessments, and discussions.

### Digital Marketing Specialization – University of Illinois Urbana-Champaign, Coursera 2020

Initiative to take on a 7-series course on digital marketing covering marketing analytics, search engine optimization and social media marketing. Worked on capstone project to provide digital marketing plan for Bosch and Grainger

### Top 3 UoM Finalist - Future Impact Investment Management Case Competition

Developed by Future IM/Pact in partnership with the University Network for Investing and Trading, compete to solve one of a range of investment problems across the areas of:

1. Infrastructure investing
2. Social impact investing
3. Global equities
4. Australian equities

## VOLUNTEERING EXPERIENCE

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### AIESEC Global Volunteer, Teacher - Miaoli, Taiwan

Jan 2020 – Feb 2020

- Month-long volunteer in Taiwan to teach English and execute cross-cultural exchange for underprivileged children ranging from kindergarten to primary-school age.
- Designed and hosted English-sessions curriculum primary-school children
- Adapted and learned Taiwan's culture through joining performances and fundraising activities, simultaneously developing cross-cultural lessons
- Establish communications and maintain relationships with local AIESEC volunteer providers