

CHERIE ANINDITA

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Bali, Indonesia.

PROFILE SUMMARY

I am an experienced professional with a strong background in entrepreneurship, web design, eCommerce, and digital marketing. I can manage projects, communicate effectively, and deliver high-quality work under tight deadlines.

EDUCATION

Bachelor of Communication, Communication Management
University of INHOLLAND, Amsterdam

WORK EXPERIENCE

Content Contributor

Quizlet, USA | June 2024 - Present

- Provide accurate and detailed answers to student questions across various subjects.
- Review and improve existing content to ensure accuracy and relevance.

Designer/Brand Scout

Indonesia Now, New York, USA | Jan 2024 - Present

- Identified and curated talent for global fashion events such as New York, Milan, and Paris Fashion Weeks
- Sell runway packages to fashion designers, ensuring they can showcase their work at major fashion events.
- Build and maintain relationships with designers and fashion industry professionals to create opportunities for brand exposure.

Web Designer & Monetization Consultant

AHANA & Lenny Hartono Jewelry, Remote | May 2024 - Present

- Designed and developed eCommerce platforms for sustainable brands and a jewelry store
- Implemented SEO strategies and optimized user experience
- Utilized project management tools such as Asana and Trello for project tracking and collaboration

WORK EXPERIENCE

Founder and CEO

PT. Engliquipo Solusi Edtech, Jakarta, Indonesia | Sept 2022 - Jan 2023

- Developed comprehensive ESL solutions, including curriculum development and training
- Facilitated the establishment of schools in remote areas for international entities
- Created and implemented blended learning programs tailored to client needs

Quality Control Specialist

Duolingo (Contractor) | May 2021 - Sep 2022

- Ensured exam integrity through rigorous quality control procedures
- Maintained adherence to best practices for exam validation

Founder

English Tyro, Jakarta, Indonesia | May 2017 - Oct 2018

- Engaged with clients to understand and achieve their goals
- Implemented SEO optimization strategies and utilized CRM and project management tools
- Enhanced client satisfaction through data-driven insights

Director

JEWEL MEOW LTD - London, UK | Oct 2018 - Oct 2019

- Developed a dropshipping store in the jewelry for cat people niche called the Jewel Meow with Shopify and WooCommerce
- Acquired TheCoconut, a profitable French eCom store in the yoga and wellness niche, developed it and then sold it to another entrepreneur
- Planned and executed digital marketing strategies, including social media marketing, email marketing, sales funnels, and paid traffic ads.

Country Manager

HOTELSCAN.COM - Zug, Switzerland | May 2013 - Feb 2014

- Hotelscan.com was an online metasearch start-up company based in Switzerland, now acquired by TUI. I supervised a variety of projects, including content management, website interface, and translation.

SKILLS AND QUALIFICATIONS

- Proficient in HTML, and has a good understanding of web development constraints
- Experience with SEO, as well as FB, IG, and Google Ads
- Strong organizational and time management skills
- Excellent verbal and written communication skills
- Familiarity with project management tools such as Asana, Trello, and Google Workspace (formerly G-Suite)
- Ability to work under pressure and meet deadlines

AWARDS AND CERTIFICATIONS

- Google Project Management Course - 2022
- Google UX Design Course - 2022
- FFBS Programme - UK Indonesia Tech Hub and British Embassy Jakarta, Indonesia - 2022
- Human-Computer Interaction - Stanford University Online - 2013
- University of Cambridge ESOL Band Three
- ETS Certificate for Completing Propell Workshop for TOEFL iBT Instructors
- British Council Certificate of Course Completion: Understanding IELTS Techniques
- Various teaching awards and certificates of excellence