

(NAY) FATIN DINNI INAYAH

MARKETING & ECO-TOURISM ENTHUSIAST

🏠 Ubud, Bali

☎ (+62) 812-8345-0600

✉ inayahfatindinni@gmail.com

EDUCATION

Bachelor of Humanities, Universitas Indonesia | GPA: 3,10

- **Bidikmisi Scholar**, chosen by the Directorate General of Higher Education, **Ministry of National Education**, Indonesia (DIKTI) covering tuition and living allowance (2010-2015)
- Actively involved in several organisations such as **Badan Eksekutif Mahasiswa (BEM)** Faculty of Humanity, Universitas Indonesia 2011 and **Dewan Perwakilan Mahasiswa (DPM)** Faculty of Humanity, Universitas Indonesia 2012

INTERNATIONAL EXPERIENCE

- **Winter Course Exchange Program** by Goethe Institut in **Berlin, Germany** | January 2010
- **Young European Council** by Young European Leadership in **Brussels, Belgium** | November 2016
- **Youth Leadership Homestay Program** by Gerakan Mari Berbagi in **Sydney, Australia** | February 2018
- **Democracy Defenders Accelerator** by Citizen OS in **Tallinn, Estonia** | Maret 2023

PROFESSIONAL EXPERIENCE

MARKETING MANAGER

Mana Earthly Paradise | May 2024 - Present

Mana is an award-winning eco-villa and is the first hotel in Southeast Asia to be B Corp™ certified in 2022, run by an NGO, Earth Company, where sustainability is at the forefront of everything we do. From our earthbag villas to our probiotic restaurant and conscious store, we're doing our best to be mindful, eco-conscious, and socially responsible. Here are my responsibilities:

- Conduct marketing research to identify new markets and business opportunities and help increase sales.
- Plan and implement multiple marketing initiatives across various platforms.
- Set marketing action plans, and assess & update action plans quarterly.
- Manage projects within the marketing department adhering to the marketing strategy.
- Revisit Mana's marketing strategy and propose necessary improvements and refinements.
- SEO and SEM management and optimization.
- Supervise all Mana's social media channels (i.e. Facebook, Instagram, newsletters, blogs, etc., in a timely and pleasant manner), mail marketing, and influencer marketing activities.
- Create and update content on the website in a timely and pleasant manner.
- Supervise all marketing materials creation (e.g. brochures, promotional materials, sales demo kit, welcome kit, press kit, souvenirs, etc.).
- Make action plans and run online ads on social media and Google.
- Represent the Mana team at various events and exhibitions.
- Generates groups and corporate leads through internet prospecting, networking, and telemarketing.
- Provide regenerative tours.
- Conduct customer surveys respond to complaints from customers and provide after-sales support.
- Work with respective departments to improve the quality of services and customer experience based on customer feedback.

During my time working at Mana, I managed to initiate and/or responsible for:

- **MANA 5TH ANNIVERSARY; REGENERATIVE WEEK:** Organised a 5-day event for both adults and kids for self-regeneration contained some wellness and natural workshops such as Yoga Sessions, Breathwork & Sound Healing, Natural DIY & Paint, Natural Skincare, Cooking Class.
- **SATURDAY MARKET:** I have established a Saturday market for local vendors to support UMKM or local businesses for greater exposure for them to promote their products, and I scaled up by hosting themed markets like the **Farmer's Market** 3 times per week. This has improved our sales by almost 50%.

OPERATIONS MANAGER ASSISTANT

House of Om | October 2023 - April 2024

Cultural and wellness tourism is one of the tourism assets that can be developed to support sustainable tourism. Yoga in Ubud Bali has become the greatest magnet for the island. House of Om is one of the **best yoga schools that offer Yoga & Meditation teacher training** offline (in Bali, Indonesia, and Rishikesh, India) and online. It has successfully certified thousands of Yoga students from around the world. With experience and knowledge in both the education and tourism industry that I have, I was in charge as an assistant to the Operations Manager who is responsible for all teams in the management. My job descriptions are:

- Assist in the development and implementation of operational strategies.
- Support the Head of Operations in strategic decision-making processes.
- Help align departmental activities with overarching organizational goals.
- Aid in streamlining processes to enhance operational efficiency.
- Contribute to the adoption of lean practices and continuous improvement efforts.
- Work closely with various departments to support collaborative initiatives.
- Help monitor key performance indicators and prepare reports for analysis.
- Assist in identifying operational improvement areas.
- Support the Head of Operations in conducting performance appraisals and meetings.
- Help cultivate a positive work environment and promote employee engagement.
- Take on delegated leadership responsibilities to ensure team alignment and focus.

COMMUNITY & RESEARCH ASSISTANT

Ministry of Waste (PT. MOW Resource Recovery) | August 2022 - December 2023

Ministry of Waste is a British company which was created to change the current status quo of waste management in Indonesia. We have assessed more than 70 locations across the country with **50 locations** aimed to be implemented **over the next 10 years**. Collaborating with **the Indonesian government** who are facing huge challenges as our product consumption increases, as well as recyclers in need of more materials sourced domestically. I worked at MOW as a **Research Assistant**. In reality, I was known as the person **who could do everything**. Hats I wore there including interpreting and becoming a personal assistant to the CEO. Here are my main tasks there:

- Maintain quality standards to preserve the integrity of data and findings.
- Schedule and conduct interviews with waste bank owners, TPST/TPS3R, and other local people who are engaged.
- Select a place to conduct interviews and obtain permission from all participants.
- Analyze data using various statistical methods.
- Write reports to summarize data and the implications of the results.
- Performing literature reviews for the research team.
- Conducting research and summarizing findings on project findings.
- Assisting with manuscript or grant development.
- Preparing reports or presentations.
- Create, develop, and manage content for organisation's web presence.

PROJECT MANAGER

Kesato Digital Marketing Agency (PT. Inter Prospek) | April - June 2022

Kesato was created in Paris, France in 2010 and moved its headquarters to grow in Bali, Indonesia. It's known as **the most experienced and one of the best digital marketing agencies in Bali** with lots of clients from different industries not only in Indonesia but also in some countries such as Japan, France, Vietnam, etc.

From **social media strategy** planning to **website building/management**, I help the team deliver their best for our clients. My job descriptions are:

- Analyzing project requirements and preparing budgets and schedules.
- Developing detailed designs, plans, and monitoring progress as well as writing up reports.
- Liaising with relevant teams, clients, and managers for the duration of the project.
- Conducting research on market trends and how to use social media for advertising.
- Establishing good relationships with clients and other professionals.
- Using SEO best practices and Google Analytics.
- Using content management systems and project management software.
- Aligning digital marketing strategies with overall business goals.
- Managing and improving all social media accounts.
- Keeping abreast of all developments in digital marketing.

CONTENT MARKETING ASSOCIATE

Ruangguru (PT. Ruang Raya Indonesia) | Jul 2018 - March 2021

Ruangguru is a **South-East Asia's #1 Education Technology company**, reaching more than **22 million students**, collaborating with more than 300,000 teachers, with more than 20,000 learning videos and much other high-quality educational content.

- Create a brand image through **all online media & social networks of all lifelong learning products** of Ruangguru;
 - **ruangkerja**: a mobile-centric platform that supports organizations to implement sustainable, impactful, more effective corporate training and learning at scale.
 - **Skill Academy**: a B2C platform for lifelong learning / online training, providing curated short courses for professional and non-professional categories, to help upskill and reskill individuals everywhere at scale. We have just achieved Google Play 2020 **Best Personal Growth category App** in Indonesia. Also, Top 10 Apps Users' Choice (all categories).
- **Supervise content** for all social media channels and blogs of ruangkerja and Skill Academy and make sure they followed the privacy guidelines.
- Generate an **editorial content plan** for social media channels and blogs every month.
- Handle **various partnership projects** (Pertamina, Kementerian Perindustrian RI, Kementerian Riset, Teknologi, dan Pendidikan Tinggi, Indonesia Power, etc).
- Created and monitored social media campaigns of **other companies' channels**.
- Worked closely with **the community team** & helped them to provide engaging text, image, and video content for all promotional events.

ORGANISATIONAL EXPERIENCE

MARKETING & COMMUNICATION OFFICER

Gili Eco Trust, Gili Trawangan | July 2021 - October 2021

While becoming a volunteer, I contributed to participating in these big events:

- **WORLD CLEAN UP DAY 2022:** Became a representative for sustainable events such as World Cleanup Day 2021, to communicate with the government or other local communities as the only local volunteer on the team.
- **TURTLE HATCHERY:** Made the campaign strategy and managed to raise \$7,000 USD in 18 days through the Global Giving accelerator program.
- **DIVE AGAINST DEBRIS:** Participated in collecting rubbish underwater provided by Trawangan Dive Centre (4.5 kg of debris).
- **DEBRIS FREE FRIDAY:** Participated in collecting rubbish every Friday all over the island.

Daily task: Manage, create and publish original & high-quality content on Gili Eco Trust social media and build an online reputation and make sure all content followed the privacy guidelines.

CO-FOUNDER & TOUR GUIDE

Jalan Cerita #TravelwithPurpose | Jun 2018 - Jun 2021

The idea is to create some trips which are beneficial for the place we visit:

- **KOMODO ISLAND SUSTAINABLE TRIP:** A 3 days 2 nights sailing trip with a mission of picking up rubbish along the way and educating the locals on how to separate rubbish and make it useful.
- **PAPANDAYAN MOUNTAIN CLEAN UP HIKE:** Its goal is to make more of the run, walk, or hike by combining it with picking up trash.
- **WALKING TOUR CHINATOWN JAKARTA:** A one-day less waste trip to walk around Chinatown Glodok by giving the participants paper straws and reusable shopping bags.

Daily task: Develop marketing strategy & plans to attract customers in participating the offered sustainable trips.

OTHERS

Interests:

- Tourism (Co-Founder @exploreindonesia & @jalancerita.co)
- Beauty & Fashion
- Language

Language skills:

- Bahasa Indonesia (Native)
- English (TOEFL/IELTS)
- German (A2)
- Arabic (Basic)
- Spanish (Basic)