

Find me here:

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annisadharmadharma.com

Currently based in Singapore (GMT+8)

Annisa Dharma

Strategist & copywriter, etc.

I'M A COPY-BASED CREATIVE STRATEGIST
SPECIALISING IN DESIGN RESEARCH, CONTENT & UX.

For 16+ years, I have worked with progressive brands to help find their voice, shape their culture & community, and create positive change for future generations.

Collaborations

Unilever, Google, Greenpeace, Lancôme, Netflix, HP, Movember Foundation, Frasers Property, PayPal, Ormiston College, Foolproof, FHI 360, Crown Resorts, High Carbon Stock Approach, Medibank, EnergyAustralia, Yarra Trams, Gardens of the Sun, Abhati Suisse, Ducere, Pepsodent, Panadol, KeepCup, Macquarie University, Singapore Airlines, Silk Air, Swinburne University of Technology, PLDT Inc./Smart, Publicis Sapient, Bangkok Bank, University of the Arts Singapore, IHG Hotels & Resorts, CapitaLand Group, NTUC, IHH Healthcare, Singtel.

And more.

Experience

CONTENT STRATEGY LEAD ↗

Designit in Singapore / SEA

Designit, a Wipro company, is an award-winning experience innovation agency with 19 studios worldwide, working at the intersection of strategy, design, marketing, and technology.

DIGITAL PRODUCER ↗

Today Design in Melbourne, Australia

Today is a strategic design company for people and planet. They co-create solutions with real people for real impact. They're also a Certified B Corp.

COMMUNICATIONS CONSULTANT ↗

FHI 360 in Hanoi, Vietnam

FHI 360 is a global non-profit human development organisation.

- Key role: Campaign communications strategist focusing on public health, specifically drug policy reform related to methadone maintenance therapy.

MANAGING EDITOR ↗

IndoMultiMedia Publishing in Jakarta & Bali, Indonesia

HelloBali magazine is a monthly travel and lifestyle publication, distributed regionally in Southeast Asia.

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Experience (Cont'd)

SENIOR EDITOR ↗

Time Out Jakarta in Jakarta, Indonesia

Time Out Jakarta is a monthly guide about what's up and what's on in and around town.

COMMUNICATION DESIGNER ↗

MRA Media Group in Jakarta, Indonesia

Marketing communications and advertorial designer for Harper's Bazaar, Cosmopolitan, CosmoGirl! and SPICE! magazines.

For more, [view my portfolio](#).

Education

TRISAKTI UNIVERSITY

Bachelor of Design

- Major in Visual Communication Design
- Minor in Photojournalism
- Minor in Fashion Design

Licenses & Certifications:

Behavioural Science for Brands
— *CANNES LIONS INTERNATIONAL*
FESTIVAL OF CREATIVITY

AI for Everyone: Data Science, Machine
Learning & AI Strategy
— *DEEPLARNING.AI*

Of Note

- Fluent in English, Bahasa Indonesia, and French.
- I'm multidisciplinary; spanning brand strategy and cultural insights, creative direction, visual and service design, design anthropology, film, yoga, liberal arts, editorial management, digital production, digital transformation, and end-to-end content strategy (technical, creative & governance).
- I'm effectively multicultural; this means my approach to conceptual thinking, storytelling, creative development, and ideation is informed by a diverse range of histories, peoples, languages, landscapes, and traditions. I am Indonesian-born, Canadian-bred, French-speaking, and of Chinese-Javanese heritage. But I dream in English.
- I'm a mother of two. This is probably the biggest advantage I have as a person. Because of it, I'm now more resourceful, efficient, and productive. I'm better at problem solving, a clearer communicator, and a more diligent project manager. And quite simply, but most importantly, it has made me an all-around better human being. Thanks, kids.

annisadharm.com

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