



# Emma Primasti-wi

Beauty, Luxury and Literary Enthusiast looking for Part-Time Jobs for Holiday Season

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## Languages

- English
- Indonesian
- Bahasa

## About

### BRANDS WORKED WITH

- Benefit Cosmetics
- CHANEL
- Clé de Peau Beauté
- FashionTV
- La Soiree Events
- Men's Folio
- Sisley Paris

## Experience



### ● Associate Editor

Whiteboard Journal | May 2018 - Jul 2022

Whiteboard Journal ([whiteboardjournal.com](http://whiteboardjournal.com)),

Oversaw the production of 'East Kemang Radio,' ensuring timely, high-quality podcast releases through proficient audio editing, design, and scheduling.

Streamlined the recruitment process by interviewing and onboarding new staff and interns, followed by effective delegation of daily responsibilities.

Maintained editorial excellence by proofreading and approving articles in English and Bahasa Indonesia, upholding the publication's linguistic and thematic standards.

Spearheaded the "Diaspora" book project and accompanying online campaign, orchestrating end-to-end project milestones and directly liaising with over 40 contributors. Edited and translated all submissions.

Contributed significantly to various book projects through editing and translation, focusing on themes such as mental health awareness, the Indonesian arts scene, and the nuances of equality and diversity in the digital landscape.

Hosted and moderated panels and discussions, amplifying voices from the disabled community in conjunction with the mental health awareness book project, fostering inclusivity and broader societal engagement.

Collaborated closely with the British Council team in Jakarta to spotlight the Indonesian art scene, particularly contributions from disabled artists.

Co-created an impactful online campaign to promote their work, enhancing visibility and appreciation for their artistic expressions and advocating for greater inclusivity in the arts.

### ● Luxury Events Associate

La Soiree Events | Sep 2017 - May 2018

Successfully executed multiple roles for both La Soiree Events company and its luxury clients.

Documented, Curated and Managed social media posts for both private and public events for luxury clients.

Led Broach Making Workshop for Chanel Beauty's VIP Event in Jakarta.

Decorated table setting for VIP luncheons for multiple luxury brands and high society events.

Designed and Decorated Displays for VIP beauty events for Benefit, Chanel, Clé De Peau Beaute, Dior, Sisley et cetera.



### ● Production Manager

Men's Folio | Feb 2017 - Feb 2017

- Coordinated with head photographer Arseto Adiputra on shoot schedule.
- Scouted location for shoot and coordinated travel for staff and talent.
- Coordinated budget for food and drinks for both staff and talent.
- Maintained time management and managed scheduling differences.



- **Assistant Stylist**

FashionTV | Jul 2015 - Jul 2015

Assisted photographer Arseto Adiputra and head stylist Ghina Sabrina on photoshoot.



- **Styling Assistant**

Men's Folio | Apr 2015 - Apr 2015

Assisted head stylist Adam Rogers on multiple photoshoots for Men's Folio Indonesia.

## Education & Training

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2017 - 2017

- **Central Saint Martins**

Certificate in Creative Writing,

2014 - 2017

- **University of Westminster**

BA in Digital Media and Communications,

2016

- **London College of Fashion**

Certificate in Fashion Buying and Merchandising.,

- **BUSINESS SCHOOL**

Master of Science,