

ARSHEEYA FULWANI

THEATRICAL MARKETING | FILM DISTRIBUTION | EXHIBITOR STRATEGY

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EXPERIENCE

NZJ Consulting

Freelance Event Assistant

Los Angeles, CA

Nov 2025 - Feb 2026

- Supported VIP guest check-in, credentialing, arrivals, transportation, and front-of-house operations across four film premieres and industry events, including Christy.
- Resolved guest access and arrival issues in real time with event and talent relations teams during high-volume arrivals.

The Walt Disney Company

Studio Distribution Intern

Jakarta, Indonesia

Jun 2025 - Aug 2025

- Supported release planning for Zootopia 2, Avatar: Fire and Ash, and TRON: Ares in Indonesia with CGV, Cinema XXI, and Cinepolis, covering screen allocation, premium-format placement, and weekend scheduling. Tracked box office across 50+ titles monthly in Excel.
- Pitched ticket-linked offers to my manager and the heads of marketing, distribution, and publicity: IMAX vouchers and collectible cards for TRON: Ares; MRT stamp missions and CGV and TIX offers for Zootopia 2; and an Avatar schedule built around its 197-minute runtime.
- Helped plan the TRON: Ares tour and premium-room offers, Zootopia 2 activations, and the Avatar: Fire and Ash Pandora experience. Supported technical and screening readiness for The Fantastic Four: First Steps events in Jakarta.

IMAX Corporation

Film Distribution and Development Intern

Los Angeles, CA

Jan 2025 - May 2025

- Coordinated multi-channel campaign workflows, vendor deliverables, and timelines in Airtable across 5+ international theatrical rollouts.
- Developed executive decks and one-sheets for 20+ film projects.
- Analyzed market, audience, and competitive data to inform distribution and partnership marketing recommendations.

Michele Marie PR

VIP PR Intern

Los Angeles, CA

Aug 2024 - Dec 2024

- Supported influencer outreach, product seeding, and brand partnership campaigns for clients including BondiBoost, Evian x REFY, and COSRX.
- Managed inventory, fulfillment, vendor logistics, and expense tracking for 600+ promotional shipments a month at 98% on-time accuracy.

OLRANGE

Creative Intern

Jakarta, Indonesia

Jul 2023 - Aug 2023

- Analyzed content and audience engagement, contributing to 31% growth in click-throughs, 18% growth in likes, and 8% growth in shares.
- Developed PR and social recommendations for Shopee and Wuling Motors with creative, analytics, and social teams, contributing to 28% follower growth.

EDUCATION

Loyola Marymount University

Bachelor of Arts in Communication Studies

Los Angeles, CA

Aug 2022 - Aug 2026

HONORS & ACTIVITIES

Lambda Pi Eta | National Communication Honor Society, Loyola Marymount University

IASAS Film | Selected Participant

Yearbook Club | Social Media Advisor

SKILLS

Tools: Excel, PowerPoint, Word, Outlook, Google Workspace, Keynote, Airtable, Concur, Slack, Canva

Languages: English, Bahasa Indonesia (fluent), Hindi (basic)