

## RIVER PRIMAVERA WIJAYA

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### EDUCATION

#### University of Leeds

BA Business Management with Marketing.

LEEDS, UK

September 2022 – July 2025

- **Grade:** First Class (predicted)
- **Key Courses:** Accounting for Managers, Introduction to Finance, Marketing Research, Consumer Behaviour, Operations and Supply Chain Management, Corporate Social Responsibility, Statistics for Social Sciences and Economics for Managers

### WORK EXPERIENCE

#### Danone UK

National Account Executive Intern

LONDON, UK

July 2024 – Present

- Developed and executed data-driven business development strategies collaborating with customers resulting in an 12% increase in volume sales and 7% rise in profits to several accounts.
- Created financial performance reports for over 80+ products across 7 accounts providing analytical insight to financial and non-financial risks and opportunities.
- Led the resolution of 1300+ back-logged trade payables within 2 weeks resulting in the payment of £2,500,000+ through cross-collaboration with the finance and demand-planning.
- Trusted to take on higher-level responsibilities to single-handedly manage £3m+ accounts through conducting due diligence, sales forecasts and customer terms.
- Collaborated with IT and Finance to develop my skills in PowerBI, SQL and Python through understanding the process of company data is organized and analysed.

#### SolarZero (New Zealand-based Multinational Solar-Energy Equipment Supplier)

Project Lead Consultant

LEEDS, UK

February 2024

- Directed market research to identify key trends for solar PV adoption to increase market penetration by 15% over 2 years, based on Government data and research papers.
- Presented these strategic recommendations to senior management to drive 10% growth in the UK market by 2025 by leveraging publicly available data.

#### Ralali (Indonesia's largest B2B platform)

Business Development Intern

JAKARTA, ID

July 2023 – September 2023

- Effectively communicated with banks to successfully secure debt financing by presenting clear value propositions, while conveying or strong client relationships.
- Conducted market analysis and industry benchmarking to highlight our systems' competitive advantages, resulting in successful funding pitches.
- Supported client-collaboration by creating a joint business plan with SANYO DENKI to explore synergies in our marketing, client connections and supply chain capabilities to drive growth within the Motors and Generators industry.

### EXTRACURRICULARS

#### Leeds Policy Institute (Student-led Think Tank)

Researcher

LEEDS, UK

October 2023 – Present

- Co-authored a published empirically driven and non-partisan policy market research paper on the CMA, which was hand-picked from 2000+ submissions to be presented at LSE's British Undergraduate Conference of Research.
- Edited and reviewed papers on BoE's monetary policy and financial regulation on shadow banking in the UK.

#### Leeds Consulting Society (LCS)

Committee

LEEDS, UK

September 2023 – June 2024

- Conducted daily market research to author 5+ weekly finance market outlook papers, distributed via email to over 600 members, enhancing the society's capital market knowledge.
- Boosted Instagram impressions by 2,385% and followers by 23.4% through implementing and integrating social media marketing and email marketing.

### SKILLS

**Technical:** Proficient in R data, Proficient in SPSS, Intermediate Python, Intermediate SQL, Proficient with Microsoft Powerpoint and Sheets, Proficient in Bloomberg Terminal.

**Languages:** Indonesian (fluent), English (fluent), Japanese (basic).

**Extracurricular:** Varsity Rugby, Varsity Football, PASS (Peer Assisted Study Sessions) Leader.