

AMANDA LEAHNG

PROFESSIONAL EXPERIENCE

Feb 2018 -
present

ORIGO EDU, SINGAPORE & INDONESIA - FOUNDER & CEO

- Turned a passion project into an education company aiming to bridge a resource, knowledge, and culture gap among high school students seeking higher education in the US, UK, and Canada
- Developed strategy and led execution of key business development functions, which enabled us to serve 70+ students across SE Asia and the US:
 - **Product Design:** Designed and launched four products that support students across their end-to-end high school journey; key products included a high school planning service, full-service college application support, and rapid essay reviews
 - **Partnerships:** Formed strategic partnerships with schools, tutoring centers, small startups and other education players in the region to collaboratively go to market with commercially tied products, joint marketing events, and knowledge-sharing; grew college advisor network of 70+ students and alumni from top universities in the US, UK, and Canada
 - **Marketing:** Drove online and offline marketing strategy, which included hosting workshops for 300+ students and parents in Indonesia

Aug 2016 -
Feb 2019

KEARNEY, SINGAPORE - MANAGEMENT CONSULTANT

Market Strategy

- **Market study for Global Logistics Company:** Developed e-commerce strategy recommendations to build cross-border shipping and logistics capability focused regional SME growth; sized existing market and built 3-year forecast for courier, express, and postal opportunity in Malaysia, Indonesia, and Vietnam, segmenting market by product, customer, channel, and trade lanes
- **Go-to-market Strategy for Indonesian Telecommunications Operator:** Designed consumer retail product and distribution strategy with cross-functional client team, which leveraged key accounts from the company's enterprise business to use as B2B2C channels

Operational Improvement

- **Order-to-Cash Process Simplification for Singaporean Telecommunications Group:** Led exercise to identify and troubleshoot process inefficiencies in order processing, fulfillment, and payment for B2B customers to reduce order-to-cash cycle times by up to 50%
- **Cost Assessment & Optimization:** Developed cost models and conducted internal/external benchmarking to identify key cost saving categories and support procurement functions in both an Indonesian oil and gas operator and a global consumer goods player

May 2015 -
Aug 2015

TWITTER, SINGAPORE - MARKETING COORDINATOR

- Managed the pilot launch of agency certification program and first Twitter online marketing course across APAC, coordinating between regional Twitter offices and 150+ agencies
- Published a study assessing the influence of CEOs' social media activity on company performance

Jun 2014 -
Jul 2014

BANK TABUNGAN PENSUNAN NASIONAL (BTPN), INDONESIA - HUMAN CAPITAL INTERN

- Designed incentive, training, and enrichment programs for microfinance loan officers, based on research conducted to understand their needs and motivations, both personal and professional

EDUCATION

2020

LE WAGON CODING BOOTCAMP, SINGAPORE

- 9-week intensive coding bootcamp focused on full-stack web development
- Designed, implemented and shipped to production a clone of AirBnB, and a marketplace platform for coworking cafes

2012 - 2016
Cum Laude

UNIVERSITY OF CALIFORNIA, BERKELEY

B.A. Economics, minor in Global Poverty & Practice

Activities: Blum Center for Developing Economies | Clinton Global Initiative University | Asian Business Association | Berkeley Indonesian Student Association

SKILLS & INTERESTS

Languages

Javascript | HTML | CSS | Ruby on Rails | SQL | Bahasa (working proficiency) | Chinese (basic proficiency)

Tools & Tech

Heroku | git | GitHub | npm scripts | Command Line | External APIs | Microsoft Suite | Adobe Creative Suite

Interests

Basketball | Running | Skiing | Coding | Design | Photography | Board games | Puzzles