

Sony Radhityo

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EDUCATION

University of Indonesia

Aug 2015

Bachelor of Economics degree in Management, Majoring in Finance

Cumulative GPA: 3.47 out of 4.00

Relevant coursework: Strategic Management, Financial Statement Analysis, Marketing Management, Project Financing, Business Simulation, Investment Analysis, Econometrics, Business Research Methods

WORK EXPERIENCE

Strategy & Business Intelligence Analyst – Fabelio

Feb 2016 - Present

- Fabelio is the leader of furniture ecommerce in Indonesia. Fabelio raised US\$2mn in Series A funding 6 months after being founded
- Managing Fabelio investor relations. Responsible for investor reporting and company business plan.
- Develop, track and monitor key performance indicators for all departments
- Performed various data analysis to derive insight and formulate strategies. (e.g.: catalogue repricing, assortment forecasting and product boosting algorithm)

Equity Research Analyst – DBS Vickers Securities Indonesia

Aug 2015 – Feb 2016

- Co-covers 7 stocks on Indonesia plantation and poultry industry with total market capitalization of US\$7bn
- Constructed financial models, conducted meetings with company management, performed all the necessary due diligence.

Institutional Equity Sales Assistant - UBS Securities Indonesia

Jan 2015 – Jul 2015

- Responsible for UBS Indo sales daily. Compiling news and in-house research product while adding thoughtful commentaries regarding the news impact to the respective stocks.
- Developed investment cases for various stocks. Most notably Bank Jabar (BJBR.IJ) where it became UBS Indonesia top pick for small cap equity.
- Fulfilled various client requests, including but not limited to: political analysis, weekly sales summary, and accompanied client for on-the-ground channel checks.
- Nominated for Asiamoney Best Indonesia Country Salesperson

EXTRACURRICULAR ACTIVITIES

Consultant – Indonesia Youth for SMEs (IYS)

May 2016 – Present

- Providing pro-bono consultation to Agate Studio, one of the biggest Indonesia game developer
- Developing a go to market strategy for Agate new business unit

Project Officer – Occasio Career Consulting

July 2015 – Present

- Provide CV clinic, mock interviews and career planning services for university students and early graduates.
- Success stories includes clients joining company like Citibank, Garena Group and Credit Suisse

Project Officer – Economics Gathering (MAKER) 2012

Dec 2011 – Apr 2012

- Leading the whole event committee. Responsible for concept development, budgeting, talent acquisition and controlling the event operations.
- Lead 120 subordinates across 12 divisions, made sponsorship deals worth Rp60mn and attracts 300++ audiences

HONORS AND AWARDS

Runner Up - Indonesia Investment Research Challenge

Dec 2014

Held by CFA Society Indonesia, made an investment analysis for listed company Wika Beton

National Champion & Regional Finalist (APAC) - HSBC Business Case Competition

May 2014

Represented Indonesia at APAC level competition in Hong Kong. Beat 100+ teams at the national level

Champion - Indonesia Investment Banking Competition

May 2014

Developed and presented Merger & Acquisition due diligence for a pharmaceutical company

SKILLS AND OTHER INFORMATION

Interest Sharing Economy, Financial Technology, Travelling, Branding, Electronic Sports, Music
Technical Excel, STATA, MySQL, Bloomberg Terminal, R, Magento, Pentaho, Datastream