

RIFANDITTO ADHIKARA

[Jl. Suren 1/11, Kebayoran Jakarta 12180] [021 – 725 0073] [0818 0606 5885]
rifanditto.adhikara@gmail.com

EDUCATION

Degree	Economics
University	Universitas Indonesia
Honorary/GPA	B.S Cumlaude / 3.54 out of 4.0
Year of Graduation	2013

Additional Academic Qualifications

High School	Al-Izhar High School
Year of Graduation	2009

EXTRA CURRICULAR ACTIVITIES

Delegate, Young Leaders for Indonesia by McKinsey&Co (Apr 2013 – present)

- Delivered a methodology aimed to pinpoint hospitals across Indonesia that is investment worthy for Standard Chartered Private Equity as part of the Breakthrough Leadership Project

President, AIESEC Universitas Indonesia (Jul 2012 – Jun 2013)

- Responsible for planning, managing, and overseeing the operation (including financial decision) of the organization to provide international internships and leadership experiences for youth
- Responsible for managing local committee fund of ~IDR 300 million spread across member universities/committees
- Lead ~200 subordinates across universities in Jakarta to create a 147% annual growth (y-o-y), providing 432 international internship experience and 468 leadership development experience to youth

JOB EXPERIENCE

Sr. Business Associate at MatahariMall.com (Jul 2015-Present)

- Rotational analyst that acts as the assistant to the CEO on key projects
- Develop strategy to improve campaign participation and quality for Fashion line; supported implementation and monitoring of campaign to boost sales performance
- Address organizational dynamics regarding data ownership, usage, and dissemination
And define data standards used for modeling and analytical processing for investor's data room
- Designed the operational dashboard for the online marketing performance; supported implementation of early phase tracker for effective use of ads marketing

Business Analyst at McKinsey & Company (Jan 2014- Jun 2015)

- Designed the annual sales strategy for a global manufacturer's paper product line, including identifying customer segments to target, product to offer, and pricing strategy; supported implementation of strategy by developing a performance management system to track implementation progress
Designed a market entry strategy for a global Japanese bank in Indonesia; led customer insight analyses to understand customer needs and preferences for corporate banking services
- Designed the case for a new business unit for a local Indonesian bank to serve under banked customers in rural areas
- Implemented tracking instruments for effective and transparent upstream field operations of a national oil & gas company

ACHIEVEMENTS/ SCHOLARSHIPS/ HONORS/ AWARDS

Best Undergraduate Thesis for Economics Study, Research Day (2013)

Appointed as the representative of Economics Department for Research Day

Best AIESEC Local Committee in Asia Pacific Region, AIESEC International (2013)

Awarded by AIESEC International of AIESEC's as the top performing local committee in the region, outperforming 180 other equivalents from 19 countries across the region, measured by various performance indicator

Recipient, Bank Indonesia's 'Generasi Baru' Scholarship Program (2012)

Selected as a recipient of BI's scholarship program for students with outstanding academic credentials and achievements across all state universities in Indonesia

2nd National Winner, Bachelor's Journey by Bank Indonesia (2012)

Bachelor's Journey is a team-based academic paper-writing competition among students in Indonesia held by Bank Indonesia. Competed against ~160 teams ~15 universities to become the 2nd winner of the competition

Delegate, AIESEC Asia Pacific Exchange and Leadership Seminar in Japan (2012)

Selected as a delegate of a regional conference aimed to achieve consensus regarding the contribution that committees in Asia Pacific region would bring to the global organization's year plan

2nd National Winner, Indonesia Economic Outlook (IEO) by KANOPI FEUI (2011)

IEO is a team-based academic paper-writing competition among students in Indonesia held by Economics Faculty, Universitas Indonesia. Competed against ~50 teams ~8 universities to become the 2nd winner of the competition

SKILLS AND INTERESTS

Able to operate **Microsoft Office, Adobe Photoshop, and Stata**

Have interest in **Travelling Photography, Culinary Trips, Movie Discussion, Leadership**

Excellent in **English** communication and **Basic** in **Japanese** communication