

DEAN LARSSON

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Hardworking college student with a motivated attitude and a variety of powerful skills. Adept in various organizational and volunteer in the business sector. Committed to contributing my expertise in marketing and strategic. Has strong analytical skills, strategic thinking, and negotiation.

Education

Universitas Gajah Mada - Indonesia

Jun 2019 - Jan 2023 (Expected)

Bachelor Degree in Economics, 3.70/4.00

- [object Object]
: Marketing Analytics, Marketing Management, Survey Research, Strategic Internet Marketing, and Integrated Marketing Communications
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XLFL Batch 10 Scholarship Awardee, UGM Student Achievement 2021

University of Birmingham/Student Abroad - UK

Jun 2020 - Mar 2021

Bachelor Degree in Economics

- International Studies Program in Spring Semester

Organisational Experience

AISEC - Universitas Gajah Mada

Feb 2021 - Feb 2022

Local Head of Incoming Global Volunteer

- Create product development strategy in IGV and manage the managerial and team in IGV Department Achievements
- Led a team of nine people to adapt during the pandemic with new Local Project initiatives to engage 100+ local youth

Hult Prize OnCampus - Universitas Gadjah Mada

Sep 2020 - Jan 2021

Event Manager

- Organized the competition program: create tools for every Hult Prize OnCampus competition phase and technical implementation
- Led the HP UGM Incubation Program- intensive two days incubation program focusing on helping social startups to emerge by providing workshops and challenges in pitch-deck creation, design-thinking and business sustainability. Received an overall 90.1% positive review.

180 Degrees Consulting - Universitas Gadjah Mada

Nov 2020 -

Internal Strategy and Growth Analyst & Project Analyst

- Research and drive creation of project deliverables to offer supply-chain and finance based solutions. Received overall 10/10 score from previous client.
- Strategize growth initiatives and lead successful partnership negotiations with top local consulting firms to corporate partners

Skills, Achievements & Other Experience

- **Achievements** (2021): Received 3rd place out of the 30 teams that entered the National Business Plan Competition (NBPC), Gold Medal at pekan Kreativitas Mahasiswa by Kemendikbud
- **Hard Skills**: In-depth knowledge of social media marketing platforms: Twitter, Tik Tok Facebook, LinkedIn, Instagram, and Pinterest , adept with Microsoft Office Suite
- **Interest**: Strategy, Digital Transformation, Financial, Technology, Consulting