**Robert Rudini Fandilayono**

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**EDUCATION**

**Universitas Pelita Harapan** Expected February 2015

Bachelor of Economics, Major in Corporate Finance, Minor in Branding

* Cumulative GPA: 3.63/4.0

**Soongsil University, Seoul (South Korea)** 2013

School of Finance

* Cummulative GPA: 4.12/4.50

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| **SMA Dian Harapan (High School)**   * Cumulative GPA: 8.4/10 |

**WORK EXPERIENCE**

**Microsoft Operations PTE** May 2013 – Aug 2013

Intern to MACH- Microsoft Asia Pacific (Singapore-Sub)

* Attending learning sessions with senior leaders to understand the business concept, future growth plans, and working challenges.
* Researched the Indonesia Financial Services Industry by reviewing white papers and accessing internal data and resources.
* Analysed the industry initiatives and motion by reviewing through annual statement and interviewing people concerned.
* Prepared research to create a marketing plan to promote Microsoft product to banking as a target audience.
* Researched the challenges between Windows 8 product and university students by reviewing internal data and conducting a survey to 198 students.
* Prepared research to create a marketing plan to sell Windows8 to University students.

**MUHAspace.com** 2012

Support Team

* Attending local designer bazaars and events to see the potential suppliers and customers.
* Create a website to open new e-channels and construct infrastructure to have better selling experience.
* Create annual business and marketing plan to promote MUHAspace.com service to customers and suppliers.
* Execute some of the marketing plans to pump up the popularity by being reviewed in blogs, e-magazine, and also presented fashion-show in some fashion events across the place from malls to universities.
* Prepared monthly sales sheet to be distributed around stakeholders and suppliers.

**Jakarta Globe Newspaper** Jan – Apr 2011

Product Manager Assistant

* Conducted research about the behavior of young age students in reading newspaper.
* Assist the manager to prepare the launching of Student Globe newspaper.
* Responsible to present ideas inside Student Globe to senior leaders.
* Attending Worldwide Environment Summit to be reported inside the newspaper.
* Prepared marketing activity to launch Student Globe to high school students.

**ACHIEVEMENTS**

## Business Skills

Support Team in MUHAspace.com **2012**

Through seeking the opportunities and trends in Y generation, I decided to create my own business project, mainly focusing on the local fashion brands. The aim of this project are creating excitement in young people wearing local fashion brands, present a space for local designer to develop their business, and support Indonesia to have better economic resistance by increasing the interest of consuming local goods. My team successfully reached the USD 2,000 as monthly revenue by presented fashion show across the malls, open-booth, and was featured in some of e-magz and blogs.

Top 6 Finalist in HSBC Business Case **2013**

Participated in HSBC Business Case Competition 2013 and was given 48 hours to solve the case concerned. I presented the solvency of the case by analyzing the challenges, addressed to the correspond departments, and created a set of plan to solve the problems mentioned. My team successfully completed the case and the judges mentioned us to be the Top 6 Finalists among hundreds of applicants.

## Public Speaking

Top 3 Agent of Change, NIVEA for Man  **2012**

Take an interest in Agent of Change competition by NIVEA for Man and chosen as top 3 from 1,400 applicants across Indonesia. The whole competition mainly asked me to present my future plan which can be impactful to Indonesia. I was presented MUHAspace business operation and how my business will provoke an impact to Indonesia economy by gradually increasing the interest of consuming local goods.

**Academic**

Scholarship and Exchange Program in Seoul  **2013**

Starting August 2013, I have a chance to be a representative from UPH to be an exchange student to one of the best universities in Seoul, Soongsil University. I learned Finance and some Macroeconomic theories back in school. Other than that, I also did some internship in Seoul and also met a lot of friends from every corner of the world.

UPH Academic Scholarship **2011**

Selected as one of the students among 500 students in my major to have a scholarship during my 4 years study in Universitas Pelita Harapan which worth USD 20,000. I have been interviewed by the judges regarding motion in the business world and my contribution during High School.

## Creativity & Innovation

3rd place in Gold Gym National Marketing Challenge **2013**

Selected as the 3rd place in Gold Gym National Marketing Challenge, the goal is actually create a branding strategy for Gold Gym to increase their woman audiences.

2ND place in National High School Health Project Competition  **2010**

Proposed a health event plan in the national competition conducted by Universitas Gajah Mada. My team decided not to focus on mainstream non-transmitted disease, and we introduced a new disease called Infobesity, a disease caused by consuming too much useless information mainly from social media, internet and etc. that leads to low physical condition. It was not easy to introduce the new disease to the judges, but somehow we conducted creative presentation that leads us to be 2nd place winner in this national competition.

## Leadership

Student in Charge **2010-2011**

Chosen as a Student in Charge / President of the Student Council in High. I developed a plan of activities based on the needs from 400 students in the school, led around 25 class representatives, received leadership training, executed real projects, and have a chance to network with other schools leaders to create schools event.

Head of Publication **2013**

Chosen as a Head of Publication of Blood Donation in my university. I created a marketing activity to be executed inside and outside the university (printed ads, guerilla marketing, oral announcement), planned the media partnership from local radio, newspaper, e-forums, and etc. As a result, 700 people joined the 3 days Blood Donation, the participation increased by 30% from last event.

**IT SKILLS**

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| **Type** | **Name** |
| Microsoft Office | * Microsoft Word - Microsoft Outlook * Microsoft Excel - Microsoft Power Point |
| Design | * Adobe Photoshop CS5 - Adobe InDesign * Adobe Movie Premiere - iMovie |
| Operating System | * Windows XP - Windows 8 * Windows 7 - MacOS X |

**Clubs and Societies**

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| **High School Student Council** |  |
| Student in Charge (President) 2010  Treasurer 2009  Class of Representative 2008 | |
| **Universitas Pelita Harapan** |  |
| Finance Club 2013 - recent | |
| Star Students 2013 - recent | |
| Freelance in Organization (Design, Publication, etc) 2011 - recent | |
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**Additional information**

**Language:** Fluent in English and Indonesian. Beginner Level in Korean, Chinese and Spanish

**Interests:** Backpacking, Public Speaking, Cooking, Reading Magazine and Sketch noting.