

KENNETH CHRISTOPHER HENDRA

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EDUCATION

National University of Singapore

Aug 2024 – Jul 2028

Bachelor of Science (Hons.), Business Analytics

- Recipient of the ASEAN Undergraduate Scholarship in 2024
- Grade Point Average: 4.88/5.00

EXPERIENCE

Co-Founder and CEO, Third Spaces Marketing

May 2024 – Present

- Scaled team to 14 to deliver 70+ videos per month for 20+ clients, achieving 200% MRR growth (\$25k+) in 6 months
- Led product design of Notion-based CRM system for client and workflow management, improving productivity by 3x.
- Systemized creative workflows with workshops and clear SoPs, tripling video output and improving quality control.
- Streamlined feedback loops across creative and client teams to align with product goals and enhance delivery quality.
- Created strategic pitch decks and audit reports using PowerPoint to present marketing performance insights and propose creative strategies that secured new client contracts.

Systems Analyst Intern, Buana Megah Sentosa Perkasa

Feb 2024 – April 2024

- Conducted end-to-end workflow and stakeholder analysis, identifying 3 core operational bottlenecks.
- Designed interactive dashboards integrating marketing and purchasing data, improving decision-making.
- Used web-scraping to help marketing department source 600+ leads, increasing lead generation efficiency by 90%.
- Analyzed company's machinery expenses of \$3m using Excel PivotTables to deliver insights on resource allocation.
- Created Google Sheets automation to automatically format invoice data, simplifying revenue tracking and data storage.

Co-Founder and Executive Director, Project Ivy

Nov 2022 – May 2024

- Introduced AI-driven automation (ChatGPT) to generate 100+ worksheets weekly, cutting preparation time by 80%.
- Developed dashboards in Google Sheets to track 80+ tutoring hours weekly across multiple tutors.
- Managed partnerships with 4 non-profits and 1 school to deliver tailored educational solutions.

PROJECTS

Agentic Telegram Bot for Elderly Dementia Care

Sep 2025

- Designed end-to-end UX from Telegram signup to automated check-ins using Python, Telegram Bot API, and Flask.
- Developed adaptive memory games using Telegram Bot API, and Claude Sonnet / Haiku
- Developed caregiver/dashboard UI with Flask + Jinja and lightweight HTML/CSS/JavaScript.
- Implemented backend with Flask, Firebase Firestore and AWS via boto3.

Group Buy Mobile Platform

May 2025 – Aug 2025

- Defined and prioritized MVP features based on user interviews, guiding UI decisions and improving onboarding clarity.
- Developed a full-stack application that scrapes FairPrice group buy deals allowing people to make purchases together.
- Engineered the front-end interface using React, Tailwind and TypeScript, developing several screen stacks.
- Developed backend services, connecting the backend with Firebase for easy storage and access for users and deals.
- Implemented web scraping pipelines with Playwright and BeautifulSoup to automate deal aggregation from FairPrice.

Brazilian E-Commerce Data Analysis (Olist Dataset)

April 2025

- Cleaned and preprocessed dataset of 100,000+ Brazilian e-commerce orders using Python (Pandas, NumPy).
- Conducted bigram analysis using NLTK on customer reviews translated to identify key sentiment patterns.
- Visualized top 50 most common phrases in a word cloud after removing filler and stop words.
- Generated actionable insights on review sentiment and delivery satisfaction

EXTRA CURRICULAR ACTIVITIES

RC4 Entrepreneurship Club, Head of Events

May 2025 – Present

- Sourced and secured 20+ startups for the RC4 Startup Carnival; designed event flow and logistics.
- Partnered with Notion and NUS Professors to organize talks on entrepreneurship

TECHNICAL SKILLS

- Languages: Python, TypeScript, JavaScript, Java, SQL, HTML, CSS, R
- Frameworks: React, Next.js, Tailwind CSS, Node.js, Express.js, Telegram Bot API, AsyncIO, Firebase, AWS (boto3)
- Libraries: NumPy, Pandas, BeautifulSoup, Playwright, Matplotlib
- Data & Visualization: Tableau, Excel, Power BI, Google Sheets (Automation), PowerPoint
- Other Tools / Libraries: Git, VS Code, Notion