

Keshia Gunawan

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EDUCATION

Northwestern University, Evanston IL

Expected Graduation: June 2026

BA in **Cognitive Science**, Minors in **Business Institutions**, and **Data Science** (Cumulative GPA: **3.9**) | Dean's List

Relevant Coursework: Fundamentals of Computer Programming, Statistics & Data Science with Python, Human Computer Interaction, Data Structures & Algorithms, Macroeconomics, Microeconomics, Accounting, Corporate Finance, Introduction to AI

PROFESSIONAL EXPERIENCE

Bain & Company

Jakarta, Indonesia

Case Team Assistant

June 2024 – Aug 2024

- Developed a conservation model to reduce logging operations, leveraging carbon credits to offset revenue losses
- Conducted detailed market forecasts for the carbon market and projected industry revenues, enabling strategic decision-making
- Streamlined organizational structures by eliminating role duplication, and optimizing team alignment, resulting in cost savings
- Elevated management processes by adopting best practices from industry-standard organizational archetypes

Maybank Indonesia

Jakarta, Indonesia

Global Markets Analyst Intern

July 2023 – Aug 2023

- Conducted analysis of FX sales performance for 2022-2023, identifying key trends and opportunities for optimization
- Analyzed retail and corporate clients' business activities to reveal insights into transaction dynamics, including efficiency, profitability, and customer retention, providing valuable insights on customer behavior and market trends
- Delivered a comprehensive final presentation to the Head of Global Markets and VP of Treasury, summarizing key findings and data-driven recommendations, uncovering actionable insights to enhance FX operations and customer satisfaction

Indostation (PT Indomobil Prima Energi)

Jakarta, Indonesia

Business Development Intern

Jan 2022 – Jun 2022

- Investigated and addressed operational bottlenecks, resulting in a 19% increase in overall retail operational efficiency
- Conducted in-depth research and analysis to assess the feasibility of establishing partnerships with Indonesia's leading digital payment platforms, OVO and DANA, to streamline payment processes and enhance advertising strategies
- Spearheaded research and benchmarking efforts to develop a loyalty program and implementing innovative strategies including loyalty levels, point systems, gamification elements, and promotional conditions to drive consumer engagement and retention
- Designed and introduced the [Indostation Site Survey](#), a valuable tool for branch managers to assess and report on branch accessibility, amenities, and customer experience, enabling data-driven decision-making and leading to targeted improvements

LEADERSHIP EXPERIENCE

Student Consulting for Non-Profit Organizations (SCNO)

Evanston, IL

Team Leader | Student Consultant

Mar 2023 – Present

- Collaborated extensively with clients through consultations and comprehensive market research to develop expansion criteria and growth strategies, resulting in a finely-tuned framework poised for national scalability and enhanced services
- Spearheaded the creation of rubrics and employing structured checklists & metrics to effectively streamline the assessment process for potential branch locations, playing a pivotal role in shaping Kids Rank's strategic growth plan.

Indonesian Student Association in Northwestern (IDSA)

Evanston, IL

Co-President | Events and Public Relations Chair

June 2023 – Present

- Lead and coordinate organizational activities, fostering a supportive community for over 35 Indonesian students.
- Organized 15 cultural and networking events, including a successful welcoming event for freshmen and master's students..
- Collaborated with other student organizations to host large-scale cultural events, promoting Indonesian heritage and building connections across diverse student communities.

GenDigital Academy

Jakarta, Indonesia

Senior Advisor | President

Apr 2021 – Present

- Spearheaded collaborative initiatives in the ASEAN+ Youth Summit 2023, actively fostering and nurturing regional and international partnerships to advance digital literacy and education for underprivileged children in Cambodia & Kuala Lumpur
- Directed a series of impactful collaborations targeting diverse groups, including orphanages, local children, and elderly individuals with Cerebral Palsy, to establish inclusive learning environments focused on teaching digital literacy
- Orchestrated a groundbreaking virtual teaching event recognized by Indonesia's World Record (MURI), simultaneously instructing an impressive 4,521 students from 180 different schools, revolutionizing accessibility to education
- Led a successful collaboration with Tokopedia Academy, Indonesia's largest e-commerce platform, enabling student access to skill-building resources in Python and Data Types and Structures, significantly enhancing their educational opportunities

ACTIVITIES

Student Council at Ipeka Integrated Christian School, President

Roete, UI/UX Designer, [Website Mockup](#)

Student-Athlete Tutor at Northwestern University, Student Tutor for Introduction to Computer Science and Introduction to Macroeconomics

ADDITIONAL INFORMATION

Languages: Indonesian (Native), English (Fluent)

Computer Skills: Python (NumPy, Pandas, scikit-learn), R, Racket, Tableau, Figma, Google Suite, Microsoft Office

Interests: Street photography, Food & coffee scene enthusiast