

# EFELIN CHEN

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A third-year student from Universitas Brawijaya majoring in Marketing Management. Highly motivated, organized, and able to work individually and in a diverse team. Having a chance and experience as both staff and manager in various organizations. I learned and developed a lot about leadership, critical thinking, and public speaking that can be proven from my experiences. Other than that, I am also a fast learner, initiator, and team player with high interpersonal skills, also I committed to continuous learning.

## EDUCATION

**UNIVERSITAS BRAWIJAYA** - Malang, East Java Aug 2022 - Present  
*Undergraduate in Bachelor Management in Majoring Marketing Management, 3.83/4.00*

**SMAN 21 JAKARTA** - East Jakarta, DKI Jakarta Jul 2019 - Jun 2022

## WORK EXPERIENCE

**PT. Global Digital Niaga Tbk (Blibli Head Office)** - Central Jakarta, DKI Jakarta Mar 2025 - Present  
*Commercial Platform Product Marketing Partnership Intern*

- Assisted the execution of 50+ bank promotional campaigns, including setting up promotions on Blibli's Promotion Center, ensuring promo codes were active and functional, etc
- Collaborated with more than 15+ partner banks (e.g., BCA, DBS, MNC, Visa.) to align marketing strategies and promotional timelines.
- Worked cross-functionally with 3+ internal divisions to ensure campaign accuracy and on-time launch.

## ORGANIZATIONAL EXPERIENCES

**Himpunan Mahasiswa Departemen Manajemen** - Malang, East Java Feb 2024 - Dec 2024  
*Manager External Affairs of Public Relation Operations*

- Oversee relationship with 50+ media partners and increased HMDM's Instagram following by over 1K+ new followers.
- Management Visit : Led and Managed comparative study with a total of 6 different organizations up to international scope.
- Led a team of 6 members and oversaw 3 agendas, scoring 92.00/100

**StudentxCEO's Global Summit 2024** - Malang, East Java Aug 2024 - Dec 2024  
*Staff of Finance*

- Learned about create strategies and seek of fundraising plan that achieve the target
- Learned to create a creative design concepts merchandise
- Successfully contribute tp business case competition event held by over 50+ participant

**Himpunan Mahasiswa Departemen Manajemen** - Malang, East Java Feb 2023 - Dec 2023  
*Staff of External Affairs of Public Relation Operations*

- Successfully arrange 4 times comparative study event outside the city with 100+ participant for each event
- Became a Master of Ceremony at Organizational Socialization Management Trainee HMDM FEB UB 2023
- Became a Moderator at Keeping Up With The Alumni 2023 attended by 100+ participants

**Himpunan Mahasiswa Departemen Manajemen** - Malang, East Java Oct 2022 - Dec 2022  
*Intern of External Affairs of Public Relation Operations*

- Became a Master of Ceremony at Management Visit with SU IBM Surabaya event attended by 100+ participants
- Became a Podcaster of Voice of Management at Spotify

**KERTAS21** - East Jakarta, DKI Jakarta Feb 2021 - Nov 2021  
*Staff of Public Relaton*

- Liaison Officer of Nadin Amizah
- Successfully handled Social Media and create a content to boost main event ticket sales to sell 150+ tickets

## PROJECT & VOLUNTEER EXPERIENCES

**Rasvara Festival** - Malang, East Java Mar 2024 - May 2024  
*Social Media Specialist*

- Participated in content production and campaigns to boost awarness through the official TiktTok account @bersuadirasvara with total 2000+ likes
- Conducted 2 social media and initate media campaigns to boost main event ticket sales to sell over 1.000+ tickets

**Management Days 2024** - Malang, East Java June 2024 - Oct 2024  
*Steering Committee*

- Supervised the sponsorship and relation division with total of 10 organizing committees
- Successfully ensure the division secured **17 sponsors** such as **Blibli, Kahf, and Fitbar, Hydrococo, Livoc, etc**
- Supervised a total of 400+ freshmen during project realization and collaborated with two other departemens, involving over 1,200 freshmen

## SKILLS

- Soft Skills** : Leadership; Public Speaking; Campaign; Marketing Communication; Presentation; Problem Solving; Adaptation
- Hard Skills** : Microsoft Office; Social Media Managing; Business Development; Editor App (Canva, Adobe Ps, Inshot, Capcut)
- Languange** : Bahasa (Native), Mandarin (Elementary Proficiency), and English (Limited working proficiency)

## ACHIEVEMENTS

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- **Mentor of Career 101**, HMDM FEB UB 2025
- **Staff of The Month June Edition**, HMDM FEB UB 2023
- **1st Winner of Regional Championship Cheerleader Competition 2019**, Indonesian Cheer Association 2019
- **2nd Winner of National Championship Cheerleading Competition 2020**, Indonesian Cheer Association 2020
- **TOP 5 Cheerleading Competition Gonzaga Festival 2019**, SMA Kolose Gonzaga 2020