

EFELIN CHEN

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Efelin is a third-year student from Universitas Brawijaya majoring in Marketing Management. She is 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. She learned and developed a lot about leadership, critical thinking, and public speaking that can be proven from her experiences. Other than that, she is also a fast learner, initiator, and team player with high interpersonal skills, also she committed to continuous learning.

EDUCATION

UNIVERSITAS BRAWIJAYA - Malang, East Java <i>Undergraduate in Bachelor Management in Majoring Marketing Management, 3.83/4.00</i>	Aug 2022 - Present
SMAN 21 JAKARTA - East Jakarta, DKI Jakarta	Jul 2019 - Jun 2022

ORGANIZATIONAL EXPERIENCES

Himpunan Mahasiswa Departemen Manajemen - Malang, East Java <i>Manager External Affairs of Public Relation Operations</i>	Feb 2024 - Dec 2024
<ul style="list-style-type: none">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 <i>Staff of Finance</i>	Aug 2024 - Dec 2024
<ul style="list-style-type: none">Learned about create strategies and seek of fundraising planLearned to create a creative design concepts merchandise	
Himpunan Mahasiswa Departemen Manajemen - Malang, East Java <i>Staff of External Affairs of Public Relation Operations</i>	Feb 2023 - Dec 2023
<ul style="list-style-type: none">Successfully arrange 4 times comparative study event outside the city with 100+ participant for each eventBecame a Master of Ceremony at Organizational Socialization Management Trainee HMDM FEB UB 2023Became a Moderator at Keeping Up With The Alumni 2023 attended by 100+ participants	
Himpunan Mahasiswa Departemen Manajemen - Malang, East Java <i>Intern of External Affairs of Public Relation Operations</i>	Oct 2022 - Dec 2022
<ul style="list-style-type: none">Became a Master of Ceremony at Management Visit with SU IBM Surabaya event attended by 100+ participantsBecame a Podcaster of Voice of Management at Spotify	
KERTAS21 - East Jakarta, DKI Jakarta <i>Staff of Public Relaton</i>	Feb 2021 - Nov 2021
<ul style="list-style-type: none">Liaison Officer of Nadin AmizahSuccessfully 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 <i>Social Media Specialist</i>	Mar 2024 - May 2024
<ul style="list-style-type: none">Participated in content production and campaigns to boost awarness through the official TiktTok account @bersuadirasvara with total 2000+ likesConducted 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 <i>Steering Committee</i>	June 2024 - Oct 2024
<ul style="list-style-type: none">Supervised the sponsorship and relation division with total of 10 organizing committeesSuccessfully ensure the division secured 17 sponsors such as Blibli, Kahf, and Fitbar, Hydrococo, Livoc, etcSupervised a total of 400+ freshmen during project realization and collaborated with two other departemens, involving over 1,200 freshmen	

SKILLS

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- 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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| <ul style="list-style-type: none">Staff of The Month June Edition, HMDM FEB UB1st Winner of Regional Championship Cheerleader Competition 2019, Indonesian Cheer Association2nd Winner of National Championship Cheerleading Competition 2020, Indonesian Cheer AssociationTOP 5 Cheerleading Competition Gonzaga Festival 2019, SMA Kolose Gonzaga | 2023
2019
2020
2020 |
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