



KEVIN REZA REYNANTHA

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Permata Regency Blok 2 No.16, Tasikmalaya

Bachelor of Business Administration at Padjadjaran University, who has an interest as an analyst in the field of Business and Marketing. He is also known as a person who has good analytical skills to be able to solve problems and create business strategies for company growth. This is evidenced by several achievements he has made from his organizational experience, volunteering, business competitions, and internships during college while maintaining a very satisfactory CGPA.

Work Experiences

PT.Prospect Motor *Strategy Analyst Staff*

July 2023

PT.Prospect Motor is a distributor of Honda brand cars in Java

- Devide the units to be given to the dealer according to the allocation and booking order from the dealer
- Establish communication with dealers and review dealer performance
- Collect monthly data from dealer
- Send and check fix orders and confirm dealer allocation

PT.Bank Danamon Indonesia, Tbk. *Danamon Banking Officer*

Sep 2022 - Feb 2023

DBO is an educational program with a focus on providing learning programs related to product and business technical knowledge & skills as well as personal development so that the program participants become sales engine teams to be placed in Branch Networks

- Make regular sales calls to NTB and existing customer prospects
- Carry out regular canvassing to obtain pipeline lending
- Implementing FINAP when meeting with prospect customers to act as a financial doctor
- Analyze credit applications from debtors (renewal and new)
- Exceeding the given KPI targets (lending and funding)

PT Telkom Indonesia (ITDRI) *Digital Marketing Intern*

Mar 2022 - Jul 2022

ITDRI is a task force of Telkom Indonesia providing digital skills learning based on research and innovation

- Involved in 2 projects (Pentahelix Network and SVCC For Campus) and joined 3 squad (PHN 6, PHN 7 and SVCC 5)
- Conduct market research to find suitable target market according to STP and develop projects marketing strategy
- Develop social media branding projects from scratch and rebrand social media on evaluated projects (such as design and identity)
- Implement DTP on Social Media (Instagram and Tiktok) with more than 73 published content on @travelixer_, @exseas_, @svcc.5
- Analyze the evaluation of the performance results of the DTP used for each checkpoint (2 weeks)
- Lead the team to synergize in creating innovative ideas project by conducting brainstorming assisted by the design thinking method and compiling golden circles, lean canvas, and pitch decks to convince the company to implement the project

PT.Jaminan Kredit Indonesia *Business Intern*

Feb 2022 - Mar 2022

PT Jaminan Kredit Indonesia is a BUMN which focuses on business activities in the field of credit guarantees

- Maintain good relations with bank partners who have established cooperation (Bank BRI and Bank BNI) Manage the administration of guarantee activities
- Produce a guarantee letter that will be submitted to bank partners
- Assist head of the business department to plan marketing strategies and conduct competitive analysis

Education

Universitas Padjadjaran

Aug 2018 - Aug 2022

Bachelor Degree in Business Administration, 3.43/4.00

Has a record of achievement as an active student in business competitions, internships, organizations, and social entrepreneurship programs (UMKM assistance) as well as being an assistant lecturer for entrepreneurship courses to assist students in starting businesses and being a mentor for students participating in business competitions.

SMAN 1 Tasikmalaya

Jun 2015 - Jun 2018

Social Science, 88.97/100.00

Students who focus on academics are value-oriented so that they can finally enter their favorite public university through SNMPTN.

Achievements

- **1st Winner of Equilibrium Entrepreneur Challenge (2022):** Udayana University
- **1st Winner of Tarumanegara Startup Summit and Expo (2022):** BEM Tarumanegara University
- **Funded Team of HIPSMU (2022):** Business Incubator Oorange UNPAD
- **1st Winner of Entrepreneur Challenge (National Business Competition) (2021):** BEM FEB Jakarta State University
- **Participant PIMNAS-34 (2021):** Ministry of Education and Culture
- **Funded Team of Top 120 Innovillage (2021):** PT Telkom Indonesia and Telkom University
- **Funded Team of HIPSMU (2021):** Business Incubator Oorange UNPAD
- **Funded Team of of PKM-K 34 (2021):** Ministry of Research, Technology and Higher Education of the Republic of Indonesia
- **Best Achiever on 'Management SME' subject (2021):** Business Administration Study Program (Padjadjaran University)
- **Best Achiever on 'Digital Business' subject (2020):** Business Administration Study Program (Padjadjaran University)
- **Best Staff of Entrepreneur Departement (2019):** HIMABIS FISIP UNPAD

Organisational Experience

- Himpunan Mahasiswa Administrasi Bisnis (HIMABIS)** Nov 2019 - Nov 2020
Supervisor of Himabis Store
- Lead 10 staff and interns at Himabis Store, which is divided into 3 functions ; design,marketing,production to achieve OKR targets
 - Develop a business plan and strategy that will be carried out in one period (1 year) by setting KR every 2 months
 - Implementing POAC (Planning, Organizing, Actuating, Controlling) to achieve KR and OKR
 - Produced 200 products and sold 126 products, thereby successfully surpassing OKR by gaining greater profits.
- Paguyuban Keluarga Mahasiswa Tasikmalaya (PKMT UNPAD)** Jun 2020 - Sep 2021
Head of Media and Information Departement
- Lead 7 staff at media and information department, which is divided into 2 functions ; design and branding Integrate the information needs of the organization's stakeholders
 - Coordinate the content planner of the official social media accounts used by the organization
 - Produce 100+ content on social media Instagram @pkmt_unpad (in the form of images and videos), make certificates for organizational needs, and support media and information needs of the organization's main project

Volunteers Experience

- PKMT Goes to School 2020** Jul 2019 - Feb 2020
Marketing Event Manager
- Universe Cup 2020** Apr 2020 - Nov 2020
Publication and Documentation Coordinator
- PROFIT (Program Fusi dan Interaksi) 2020** Mar 2020 - Nov 2020
Facilitator Staff
- Autumn Folk Fest 2019** Jun 2020 - Nov 2020
Digital Art and Documentation Staff
- PKMT Goes to School 2019** Aug 2018 - Feb 2019
Documentation Staff
- Universe Cup 2019** Apr 2019 - Nov 2019
Futsal Event Staff
- PROFIT (Program Fusi dan Interaksi) 2019** Jan 2020 - Sep 2019
Logistic Staff

Projects

- KOKRO** Feb 2021
Chief Creative Marketing Officer (CCMO)

Kokro is a start-up in the health sector that creates innovative lozenges products to stop the smoking addiction. Kokro was built from the first-time funding obtained through the PKM-K competition. In this project, I act as the CCMO who doubles as the co-founder in charge of planning marketing strategies, managing social media, creating marketing campaigns, and carrying out other related marketing activities from the kokro company.

LocuMart*Chief Executive Officer (CEO)*

Mar 2021

LocuMart is a special marketplace for Indonesian creative economy products that is integrated with crowdfunding and business enhancement features. LocuMart is a start-up built from Innovillage funding in 2021. In this project, I act as the CEO who doubles as the founder with the task of designing business strategies, supervising and evaluating activities, representing the business and acting as an intermediary with investors and partners.

Publikasyik*Chief Marketing Officer (CMO)*

Jul 2021

Publikasyik is a platform that can help students or educators in publishing scientific papers in reputable journals with an atmosphere of an intensive and fun learning process. Publikasyik is an edu start-up that was built from funding of the HIPSMU UNPAD competition in 2021. In this project, I act as the CMO who is tasked with creating company branding, making marketing planning strategies and implementing planned marketing activities to achieve the predetermined OKR marketing targets.

Skills

- **Soft Skills** : Entrepreneurial Orientation, CRM, Creative , Innovation, Analytical Thinking, Problem Solving, Growth Mindset
- **Hard Skills** : Microsoft Office, Google Workspace, Canva, Corel Draw, Adobe Premiere, Design Thinking, Digital Marketing, Social Media
- **Language** : Bahasa (Native), English (Upper Intermediate)