

KENNY CHEN

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Cengkareng, West Jakarta

Education Level

Universitas Prasetiya Mulya - BSD, Tangerang

Aug 2021 - Dec 2025 (Expected)

Bachelor of Business Management, 3.56/4.00

- Prominent Coursework: Business Development, Social Media Marketing, Supply Chain Management

Work Experiences

Leiva Beauty - BSD, Tangerang

May 2024 - Present

Co-Founder & COO

- Co-founded a body-care brand and developed a body lotion in 2 sizes for Indonesian women during its initial launch.
- Led strategic relationships with 3 key suppliers to ensure seamless operations and long-term partnerships.

Cleansome - BSD, Tangerang

Sep 2022 - Jun 2023

Co-Founder & CEO

- Identified a need for a more efficient shoe-care options in urban cities and developed a foam-based shoe cleaner in 2 sizes.
- Led a team of 12 and provided strategic directions across divisions, resulting in total sales of 8+ million rupiah within 4 months.
- Led and maintained positive relationships with 3 key stakeholders, including supplier and partners.
- Introduced a performance-based incentive program that resulted in a 6.1 times increase in sales revenue within three months.

Organisational Experience

Indonesian Youth Diplomacy (IYD)

Feb 2024 - Dec 2024

Stakeholder Engagement Officer

- Outreached to over 30+ partners, including local communities, government, and NGOs to support organizational objectives.
- Acted as liaison officer for 2 events, facilitating communications with over 5 stakeholders.

Saung Rahayat 2024 - Kuningan, Jawa Barat

Dec 2023 - Mar 2024

Event Coordinator

- Led the development and execution of the event concept, recorded 65+ million rupiah of sales during event.
- Conducted in-depth analysis of Kuningan Regency's culture, and recommended 2 new programs resulting in the increase of stakeholders engagement.
- Fulfilled the diverse needs of 6 key stakeholders, including the local government, sponsors, media partners, and investors.

Inauguration Night 2023 - BSD, Tangerang

Oct 2023 - Dec 2023

Event Officer

- Led the pre-event's campaign, successfully raised awareness and driving over 500 attendees to the main event.

FINference 2023 - BSD, Tangerang

Apr 2023 - Sep 2023

Event Project Officer

- Led a team of 20 across five divisions and executed a diverse range of events (e.g. seminars, exhibitions, company visits, etc) with up to 700 attendees on main event.
- Guided in-depth analysis on 4 seminars' theme related to finance and industry 5.0, identifying key trends and key stakeholders.
- Coordinated collaborations among 3 key stakeholders from multiple private enterprises.
- Directed technical aspects of main event as the stage manager, with 95% of the plan being implemented as scheduled.

SAC Apochromatic - BSD, Tangerang

Aug 2022 - Jul 2023

Secretary

- Managed administrative tasks such as report generation, email correspondence, and SOP development.

Skills, Achievements & Other Experience

- Skills:** Business Development, Event Management, Campaign Management, Project Management, Stakeholder Engagement.
- Languages:** Fluent in English, Native in Bahasa