

Pradipta Adrian Narendra, S.E., B.Sc., M.Sc.

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Summary

Marketing associate with a solid foundation in international business and management. Graduated from an international university with hands-on experience collaborating with diverse teams and understanding cross-cultural consumer behavior. Passionate about developing creative marketing strategies that connect with global audiences.

Education

University of Groningen

Groningen, The Netherlands

Master of Marketing Management

Project Thesis: The Use of AI in Marketing: AI Curated Review vs Human Curated Review, Which One Will Customers Prefer?

- Relevant Module: Strategic Marketing, Building Brands for Impact, Retail Marketing: Strategic Analysis, Marketing Communication, Marketing Research Method

University of Groningen

Groningen, The Netherlands

Bachelor of International Business

Project Thesis: Managing Knowledge in an International Context: The Impacts of COVID-19 Pandemic on Knowledge Sharing in Innovation and Product Development

- Relevant Module: International Marketing for IB, Managing International Business Organizations Game, International Financial Management

University of Indonesia

Depok, Indonesia

Bachelor of Management

- Relevant Module: Marketing Management, Managerial Decision Making, Business Risk Management
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Work Experience

Digital Marketing – PT. Metra Digital Media (MD Media)

May 2024 - Aug 2024

- Assist in digital campaign planning
 - Assist in creating digital content (videos, photos, live streams)
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Organisational Experiences

Indonesian Student Association in The Netherlands (PPI se-Belanda)

Oct 2023 - Oct 2024

Deputy of Art and Sports Department

- Making events related to art and sports for students in the Netherlands
- Managing art and sport events timeline across student associations in the Netherlands

Indonesian Student Association in The Netherlands (PPI se-Belanda)

Oct 2022 - Oct 2023

Partnership Department

- Making MoU, proposal, and agreement with sponsorships for operational of the organization

15th OISAA International Symposium

Aug 2023

Head of Information, Technology and Multimedia

- Develop and maintain the symposium's information systems, databases, and digital archives.
 - Oversee the setup and operation of technical infrastructure, including audiovisual equipment, live streaming platforms, and hybrid conference technologies.
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Project Experiences

- Developed a brand extension strategy for Rituals Cosmetics as part of an MSc course in Brand Building and won a certificate for outstanding achievement in winning the Brand Extension Competition
- Conducted an analytical report on customer buying behavior for HEMA, analyzing purchase data from 4,000+ customers over a three-year period.