

Andrew Ariel Darwin

BBA Graduate in Strategic Management and Organization
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EXPERIENCES

MITSUKIN SHOJI Co. Ltd., SEA Export Market Research Internship; Oita (JP)

Sept 2023 - Oct 2023

- Led market research on exporting Japanese protein bars to Indonesia, providing insights on tariffs and regulations that helped the company decide against the export.
- Evaluated 4 online sales platforms to determine the most effective channel for promoting and selling, leading to the decision to use TikTok Live for other markets based on my analysis.
- Conducted cost analysis and feasibility studies, calculating the total cost of importing 1,000 protein bars and projecting potential market growth based on the growing sector in Indonesia.

Kaisei Pearl: Sales and Advertising Internship

June 2023

- Advertising Lead
 - Assisted in the recruitment process and screening of 10 models, conducting interviews and coordinating follow-up interviews over 2 weeks, resulting in 3 selected models qualified for the advertising concept.
 - Organized 2 photoshoot sessions, created detailed schedules to streamline the process, significantly speeding up the project by 1 week.
 - Assisted in initiating advertising campaigns, increased their Instagram traffic by 40%.

Media and Public Relations Division Leader: Ritsumeikan Asia Pacific University Indonesian Community

(Feb 2023 - June 2024)

- Conducted interviews and profile screening for 25 applicants, scheduling and managing follow up sessions, completed applicant processes 70% faster than other divisions.
- Created quarterly member satisfaction surveys, achieving an 85% satisfaction rate throughout the year..
- Facilitated inclusion of 3 international members (Chinese, Taiwanese, Thai), the only division in the community to do so.

生一本 ; Izakaya Part Time Worker Oita (JP)

Aug 2022 - June 2024

- Forecasted peak dining hours during baseball season, implemented a just-in-time system for raw ingredients, avoiding stockouts of popular foods and increasing customer stay duration by an average of 1.5 hours.
- Assisted in the logistics process of 2 stores, cross delivering food between stores, resulting in an increased positive customer satisfaction increase by 0.5 on Tabelog.

URAMATSU Kousan Co. Ltd., Property Management Internship

Sept 2023 - Oct 2023

- Proposed and implemented a LiDAR application to enhance property viewings, allowing clients to view available rooms without needing to move, which clients praised as revolutionary.
- Interacting with 3 clients in Japanese and English, streamlined communication process, resulting in a deal with one of the clients.

EDUCATION

Ritsumeikan Asia Pacific University - Bachelor of Business Administration

(GPA 3.53/4.00)

Major: Strategic Management and Organization

- Undergraduate Thesis: The Impact of Update Frequency on Customer Satisfaction and Product Lifecycle
- Teaching Assistant: Multicultural Workshop
 - Relevant Coursework: Marketing Research, Business Ethics, Human Resource Management, Brand Management, and Supply Chain Management

IELTS 7.0

Japanese Drivers License

SKILLS

Language

- Indonesian (Native), English (Native), Japanese (Limited Working Proficiency), Chinese (Beginner)

Hard Skills

- Market Research, Data Analysis, Cost Analysis, Content Creating, Scheduling Management, Microsoft Office (Word, Excel, PPT), Camerawork