

Rika Lauwren

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PERSONAL DATA



Rika Lauwren



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Rika Lauwren



Jalan Perintis Kemerdekaan, Babakan
Tangerang No 246

RESEARCH INTEREST

- Digital Marketing Strategy and Campaign Design
- Consumer Behavior in the Digital Era
- Social Media and Influencer Marketing
- Brand Management and Storytelling
- AI and Big Data in Marketing
- Advertising Effectiveness and Media Analytics
- Beauty and skincare trends

HOBBIES



Reading



Travelling



Singing



Learning
new language

PROFILE

Undergraduate Business Management student at Pradita University (2022–present), awarded a full academic scholarship with a GPA above 3.78 (semesters 1–5). I have strong communication skills, demonstrated through my experience as a Brand Ambassador for Blu by BCA Digital. Early in 2025, I was awarded in a national business case competition and received the Best Market Research recognition, which strengthened my passion for marketing, branding, business strategy, and content creation. I am also enthusiastic about learning Chinese Language and eager to explore how cross-cultural communication can enhance international marketing practices.

EDUCATION

PRADITA UNIVERSITY

2022–Present

Bachelor Degree Business Management Program

GPA in 1 – 5 Semesters: 3.78

EXPERIENCES

- Awarded Gold in a national business case competition organized by Universitas Pembangunan Indonesia (UPI), and won the Best Market Research award, focusing on the culinary business sector (2025)
- Coordinator Event Pradita Authentic Festival (2024)
- Brand Ambassador Blu by BCA Digital (2023)
- Part-time work as Chinese Language Teacher (2022–present)

VOLUNTEER

- Social Media Staff - Library of Pradita University (2025)
- Master of Ceremony Assembly #12 Pradita University (2023)
- Secretary of the Capital Market Study Group Student Organization (KSPM) Pradita University (2023)
- Secretary of PKKMB x Himmabis Orientation Program Pradita University (2023)
- Secretary of the Modern Dance Student Organization Pradita University (2023)
- Volunteer Content Writer at Eco-Feed Innovation Business @ridurre.official (2022)

ORGANIZATION

- Public Relations Staff - Student Executive Board Pradita University (2023–2024)
- Internal Affairs Staff - Business Management Student Association Pradita University (2022–2023)

CERTIFICATION

- Brand Operation Certification (MarkPlus Institute)
- HSK 4