

Ryandri LOWELL

lryandri.m27@ceibs.edu • +86 180 1912 1924

EDUCATION

China Europe International Business School (CEIBS)

Shanghai, China

Master of Business Administration (MBA) Candidate, Expected in March 2027 August 2025 – Present

- Project Manager, INNOVATEChina 2026 Global Business Case Competition; Student Ambassador
- Integrated China Strategy Project (ICSP): strategy consulting project for a Fortune Global 500 energy management & automation group

Stern School of Business, New York University

New York, US

MBA International Exchange Student

August 2026 – December 2026

Bina Nusantara University (BINUS)

Jakarta, Indonesia

Bachelor of Economics, Minor in E-Business

September 2017 – May 2021

- Magna Cum Laude; GPA 3.83/4.00

EXPERIENCE

NUSA.ID CLOUD

Jakarta, Indonesia

Assistant Manager

July 2023 – July 2025

- Strengthened the strategic partnership with Google Cloud, securing nusa.id's Premier Partner status and launching a joint Marketing Co-op program
- Delivered 174% average performance across seven consecutive marketing campaigns, building a US\$1.9M pipeline and driving significant revenue growth
- Led cross-functional collaboration that drove nusa.id's first profitable quarter, establishing a sustained profitability trend

SHOPEE

Jakarta, Indonesia

Business Development

July 2021 – July 2023

- Managed 8 top-NMV brands in Shopee Mall, building Joint Business Plans and quarterly reviews that drove year-over-year growth and met annual targets
- Optimized budget allocation across promotion segments, SKU price ranges, and brand influence, reaching 95% allocation accuracy while sustaining GMV and order targets
- Built a peak-day stock automation system that cut task-completion time by 70% through spreadsheet automation
- Designed a Google Sheets dashboard tracking seller-feature activation (Shopee Live, Affiliate Marketing, COD), enabling dynamic reporting and strategic activation

PROJECTS

AI Deadline Tracker (Canvas LMS Automation)

Built with Claude · openclaw

- Built an always-on, self-hosted agent that reads Canvas LMS due dates and compiles a prioritized, de-duplicated view of every MBA assignment deadline, persisting state across scheduled runs

Event Registration Reporting Bot (INNOVATEChina)

Built with Claude · openclaw

- Built an automation that ingests event feedback and registration data and reports live participant sign-up counts back to the INNOVATEChina organizing (IC) team

AI Daily Briefing & Nasdaq Analysis (Obsidian Second Brain)

Built with Claude · Obsidian

- Built a scheduled agent that uses an Obsidian vault as a persistent "second brain" to produce a daily market briefing and Nasdaq analysis, auto-drafted to Gmail each morning

ADDITIONAL INFORMATION

- Languages: Indonesian (Native), English (Fluent), Chinese (Intermediate)
- Certifications: Generative AI Leader (Google, 2025); Google Project Management Professional Certificate (2021); Machine Learning, Stanford University (2020); Indonesian Tax Brevet A & B (2021)
- Interests: Artificial Intelligence; Basketball