

PERSONAL PROFILE

A business and people-driven expert in ops, talent planning and startup scale up with 12+ years of hands-on. Excellently developed in strong interpersonal, intercultural and leadership skills. Growing up in Asia gave me the hard-working, competitive attitude, whereas working and living in the West with a decade of my career has nurtured me with effective and efficient mindset for progress 🚀

LANGUAGE PROFICIENCY

- English (Native proficiency)
- Bahasa Indonesia (Mother tongue)
- Dutch, Spanish & Mandarin Chinese (Intermediate proficiency)

CONTACT DETAILS

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TOP 5 SKILLSETS 🚀

- Strategic operational and marketing leadership
- Cross-cultural team management in remote/hybrid/on-site settings
- Process optimization and system implementation
- Partnership and client relationship management
- Market research, analysis and business planning for existing and new business ventures

EDUCATION

Stenden University of Applied Science

BACHELOR OF BUSINESS ADMINISTRATION IN INTERNATIONAL HOTEL MANAGEMENT | NL & ID

- Completed in April 2016
- Minored in Event Management
- Part of Stenden Bali Promotion Team

TRAINEESHIP

Food & Beverage Management Trainee

INTERCONTINENTAL DOWNTOWN MIAMI HOTEL | SEPT 2014 - SEPT 2015

- Manages restaurant and bar operations as Floor Manager
- Leading banqueting operations as Banquet Captain
- Manages annual Budget and Forecast for whole F&B department and Banquet Competitive Analysis as projects

JESSICA
ATEN

LEAD, STRAT, OPS & BIZ

CAREER SUMMARY

Business Manager

PT. WILD EAST AURA | MAR 2025 - OCT 2025

- Pre-Business launch for HYGO, lifestyle & performance F&B Retail start up based in Bali.
- Products: Protein Bars, Electrolytes Powder Sachets & Sparkling Drinks.
- Core business strategy and conceptualizing to executions.
- Production and Manufacturing setup.
- Recruitments & Talent Planning.

Co-Founder

MAGNA MATE BALI | MAR 2025 - OCT 2025

- Property Management Assistance start up
- Project Management and Property Consultancy

Head of Operations

INTERNSHIP ABROAD PTE LTD., | JAN 2024 - FEB 2025

- Global Strategic Planning and Execution
- Oversee all departments (remote and hybrid)
- Business Development and Partnerships
- Process Optimization and system efficiency
- Human Resources management

Chief Operating Officer (COO)

SETTER COWORKING & PRIVATE OFFICES | AUG 2023 - FEB 2024

- Under PT. Vitality Development Group
- Operation Management of all property
- Pre-Opening projects of 3 additional properties

General Manager

BWORK BALI COWORKING SPACE & CAFE | JAN 2021 - SEPT 2023

- Under PT. Daewoong Bio Indonesia, part of Daewoong Global Health Care Group.
- Pre-Opening and 2,5 years of Operation setup and management of all property.
- In charge of Bali region business and project developments.

R.E.N. Meeting Expert

RENAISSANCE AMSTERDAM HOTEL | JULY 2019 - PRESENT

- Manages and supervises daily event and conferences
- Supervises planning department and outsourced agency
- Manages sustainability program in Events department
- Supervise all F&B outlets when necessary

Duty Manager

THE STANDARD RESTAURANT & BAR PERTH | SEPTEMBER 2018 - JANUARY 2019

- Manages restaurants and bar daily sections and operations
- Manages daily events on the venue

Duty Manager

ALEX HOTEL PERTH | FEBRUARY 2017 - SEPTEMBER 2018

- Manages daily front office operations, direct & indirect reservations; concierge service & tour travel company
- Handles small functions, events and meetings
- Reporting directly to General Manager

Business Development Analyst

EZTABLE INDONESIA | OCTOBER 2016 - JANUARY 2017

- E-commerce restaurant reservation & OTA from Taiwan
- 130% team target live restaurant achieved in Q4 2016
- 120% individual target achieved in sales meeting Q4 2016