

ENRICO RICHARDO

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PROFESSIONAL SUMMARY

Results-driven hospitality and public relations professional with hands-on experience in luxury hotel operations, premium guest relations, and front-of-house management. Proven track record of delivering personalized service to high-net-worth individuals and VIP guests within international five-star environments, complemented by a solid foundation in corporate CRM systems and operational leadership. Relocating to Sydney to pursue advanced undergraduate studies at the Blue Mountains International Hotel Management School.

CORE COMPETENCIES

Hospitality Operations: Front Office Operations, Luxury Guest Relations, VIP Service Standards, Executive Club Lounge Operations, Property Management Systems (OPERA PMS)

Communication & PR: Public Relations, Customer Relationship Management (CRM), Account Management, Event Logistics, Professional Correspondence

Business & Technical: CRM System Development, Order Management, Business Planning, Financial Analysis, Strategic Cross-functional Leadership

PROFESSIONAL EXPERIENCE

The Westin Surabaya - Club Lounge Front Office Intern Mar 2026 - Sep 2026 | Surabaya, Indonesia

- Deliver high-touch, personalized guest relations services within the Exclusive Club Lounge, serving Marriott Bonvoy Elite Members, VIPs, and executive guests to international five-star luxury standards.
- Manage day-to-day front office and reception workloads, including guest check-in support, lounge access verification, and rapid resolution of escalated guest inquiries.
- Coordinate cross-functionally with Housekeeping, Concierge, and Reservations departments to ensure seamless operational transitions and optimize the guest lifecycle experience.
- Maintain luxury Food & Beverage (F&B) service standards within the lounge environment, overseeing premium presentation compliance and quality assurance.
- Commended via direct, handwritten guest correspondence celebrating exceptional professionalism, warmth, and proactive service excellence.

PT Jack John Lestari - Public Relations Specialist Jan 2023 - Present | Remote

- Conceptualized and deployed a tailored CRM infrastructure that effectively enhanced client retention, boosted sales pipeline tracking, and minimized administrative order processing discrepancies.
- Cultivate and maintain strategic accounts and corporate client relationships through focused, transparent interpersonal communication and issue resolution frameworks.
- Supervise extensive internal scheduling matrices, order management systems, and formal corporate business correspondence.
- Track and evaluate customer preference data and internal service complaint records to drive agile strategy adjustments in marketing and customer success workflows.

PT. Platinum Padel Indonesia - Hospitality Specialist

Nov 2025 - Apr 2026 | Surabaya, Indonesia

- Led front-of-house customer operations for a premium athletic facility, enforcing rigorous alignment with luxury service delivery, guest onboarding, and hospitality frameworks.
- Supervised shift execution, organizing and deploying facility service staff tasks to maximize operational workflow efficiency and client satisfaction metrics.
- Supported comprehensive pre-launch facility operations, optimizing venue readiness timelines and establishing strategic B2B corporate event bookings.
- Engaged directly with corporate partners to implement seamless event logistics and broaden the facility's long-term corporate account portfolio.

Elementary School State 3 of Jajar Tunggal (SDN Jajar Tunggal III) - English Language Intern

Jan 2026 - Feb 2026 | Surabaya, Indonesia

- Designed and executed communicative lesson plans focused on baseline grammar and foundational vocabulary proficiency for over 350 students across grades 3-5.

LEADERSHIP & VOLUNTEER EXPERIENCE

Miles For Smile 2025 - Director of Event Operations

Apr 2025 | Surabaya, Indonesia

- Directed the holistic planning and execution of a large-scale charity event supporting students with special needs and disabilities, leading an agile team handling logistics, public relations, and financing.
- Managed and coordinated communications with 11 corporate sponsors, successfully engaging over 700 participants and exceeding target fundraising metrics.

GMS Church - Hospitality Volunteer

Jan 2025 - Present | Surabaya, Indonesia

- Collaborate within large team matrices to deliver high-volume guest welcoming workflows and maintain welcoming standards during major community events.

Asia Youth International Model United Nations (AYIMUN) - UNESCO Committee Member

Feb 2025 | Regional

- Analyzed international human rights frameworks, representing committee positions and writing comprehensive policy resolutions.

EDUCATION

SMA SpinS Interactional School - High School Diploma in International Business

Graduation: June 2026 | Surabaya, Indonesia

- **Core Competencies:** Business Planning, Financial Analysis, Interpersonal Communication, Leadership Development.
- **Extracurricular Activities:** Active Member of the Interact Club; Student Coordinator for regional charity programs.