

# Aufa Ekananda Hadyan Putra

Jakarta, Indonesia | +62 81233641781 | [aufaehp@gmail.com](mailto:aufaehp@gmail.com)  
<https://linktr.ee/AufaEkananda>

I'm an undergraduate Computer Science student at BINUS University, passionate in Python and SQL. Enjoy solving complex problems and optimizing database systems. Additionally, interested in marketing strategy, with experience in publication and marketing, which has sharpened their communication and strategic planning skills.

## ORGANIZATION EXPERIENCE

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### Himpunan Mahasiswa Teknik Informatika (HIMTI)

#### General Manager of Relation Expansion | January 2025 - Present.

- Supervise a 154 member team divided into two divisions, with one focused on driving marketing initiatives, social media content, and external media partnerships, and the other on planning and executing internal bonding events to support team unity.
- Social Media Lead for HIMTI, overseeing content development, audience interaction, and platform growth with a following of 6,001 on Instagram, 2,389 on X, 7,993 on Facebook, 1,128 on LinkedIn, and 213 on TikTok.

#### Registration Committee division on PKM HIMTI | August 2024.

- Managed high school student registration for PKM (75+ students), utilizing spreadsheets to efficiently sort, analyze, and organize registration data, ensuring accurate tracking and streamlined data management processes.

#### Vice Chairman of HIMTI Leadership Training | February 2024 - March 2024.

- Guided over 197 HIMTI candidate activists through a week-long event planning training, fostering adaptive skills and enhancing individual teamwork within 9 specialized divisions.

### Google Developer Groups on Campus Binus Malang (GDG OC)

#### Core Team - Publication Relations and Marketing | October 2023 - August 2024.

- Social Media Growth Strategist for GDGOC BINUS Malang, leveraging analytics and engagement algorithms to amplify Instagram visibility by 3-4 times, driving targeted follower growth to 1,623 through data-driven content and strategic engagement initiatives.
- Event Marketing and Publication Specialist for GDGOC BINUS Malang, successfully promoting and marketing 7 national events and 1 international event, driving high visibility and participation.

## EDUCATION

### Bachelor of Computer Science -

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**GPA 3.51 out of 4.00 Faculty School of Computer Science, Bina Nusantara University | August 2022 – August 2026**

- Volunteering: Vice Equipment & Logistics Division on Beefest 2023.

## SKILLS

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**Soft Skills:** Leadership, Time Management, Negotiation, Team Work, Problem Solving, Adaptability

**Hard Skills:** Project Management, Data Analysis, Machine Learning(Python), Data Visualization, Event Coordination, Public Relations

**Tools:** MySQL, Python, Tableau, R, HTML, CSS, JavaScript, C, Microsoft Office

**Languages:** Indonesian, intermediate English