

Jessica Aurel Clarista

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<https://jesaurel.github.io/jessicaaurelclarista.github.io/>

PROFILE

A fresh graduate with vocational training in software development, I have foundational skills in programming and developing Android and web applications. My expertise includes SEO optimization and copywriting. During my vocational training (PKL), I gained practical experience in digital marketing, including social media content creation for a local SME's TikTok and Instagram, where I collaborated on a team to produce weekly video content and conducted keyword research. My training also covered website creation and management, with an emphasis on security, specifically the use of prepared statements or parameterized queries to prevent SQL Injection.

EDUCATION

- SMP Negeri 5 Surakarta // Surakarta, Indonesia // Junior High School Diploma // 2019-2022
- SMK Negeri 6 Surakarta // Surakarta, Indonesia // Vocational High School Diploma (Software & Game Development) // 2022 - May 2025
- Relevant Coursework: Database, Web Programming, Application Programming

WORK EXPERIENCE

Internship at Edusoft Center (2024-2025)

- During my internship at Edusoft Center (July 2024 – February 2025), I was involved in web application development and maintenance using PHP and MySQL, where I learned the importance of teamwork. I also gained experience in digital marketing content management, strategy development, hashtag analysis, and market segmentation. Furthermore, I developed a portfolio website using HTML, CSS, JavaScript, and PHP, focusing on responsive design and optimization. I actively document my technical learning journey on my personal blog.

ORGANIZATIONAL EXPERIENCE

Member of ANRUV (Viska Anti-Bullying Organization), SMKN 6 Surakarta

- Active in anti-bullying campaigns and outreach at school
- Help develop policies to create a safe school environment

TECHNICAL EXPERIENCE

- Application Development: Experience in developing applications for Android platforms and web environments.
- Web Development & Security: Knowledge of website development principles and secure coding practices, particularly in preventing SQL Injection through the use of prepared statements/parameterized queries.
- Digital Marketing (Content & SEO): Practical experience in creating engaging content for social media platforms (TikTok, Instagram) and conducting keyword research to enhance content visibility and reach.

CONTENT CREATION (BLOG)

Actively contributes articles covering topics such as digital marketing, programming, SEO tips, and a range of other technology-related advice.

- Also produces content focusing on the latest trends and advancements in the technology sector.
- My blog can be found at: <https://jessicaaurelclarista.blogspot.com>

OTHER SKILLS

Languages: Indonesian (Active/Native), English (Passive)

Application Proficiency: Microsoft Word, Google Sheets, Google Slides, Gmail, Google Drive, Figma, Visual Studio Code, Canva, CapCut, Kinemaster

Other Skills: Git, GitHub, Programming (JavaScript, Python, CSS, PHP, Flutter, Android Studio)