NOVIRA SETYA PRAJNA ANGGRAINI

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A final-year Development Economics student at Universitas Brawijaya, specializing in development planning. I am passionate about market analysis, business analysis, and data analytics, and I enjoy transforming data-driven insights into meaningful strategies. With strong problem-solving abilities, analytical thinking, and public speaking skills, I thrive in environments that encourage growth and collaboration. Beyond academics, I actively participate in campus organizations and committees to continually develop leadership, communication, and teamwork skills

EDUCATION

Brawijaya University – Malang, Indonesia

Bachelor's Degree in Development Economics, GPA: 3,78 / 4.00 | August 2022 – Now

- **Related Coursework**   Statistics, Econometrics, Data and Business Intelligence, Market Management

EXPERIENCES

Moderator for Adjunct Professor

Universitas Brawijaya – Malang, Indonesia | October 2025

- Moderating the lecture session with Professor Christian Samen Otchia from Nagoya University, Japan
- Discussing about Machine Learning implementation for economic policy analysis
- Supported product research through data-driven insights and market trend evaluation.
- Facilitating Question and Answer session between students and Professor.

Data Intelligence Intern

PT Astra International – Jakarta, Indonesia | March - May 2025

- Utilized macroeconomic data analysis to identify high-potential markets and growth opportunities
- Developed and maintained monitoring dashboards to track key business and economic indicators
- Supported product research through data-driven insights and market trend evaluation.
- Designed industry-specific sales chatbots to enhance customer engagement and streamline sales processes.
- Conducted product quality checks before launch to ensure reliability and market readiness.

ORGANIZATION EXPERIENCES

Staff of Creative Economy Department

BEM FEB UB 2023 – Malang, Indonesia | March – December 2023

- Collaborated with 14 companies on partnership initiatives, including BCA and CIMB Niaga.
- Awarded "Staff of the Month" in June 2023.
- Successfully organized the "Incubation of Society" program as Project Officer, managing a team of 60 staff members.
- Developed an insightful study on digital marketing strategies for MSMEs (Micro, Small, and Medium Enterprises).

PROJECT EXPERIENCES

Quality Assurance
SPLASHBOT –Astra Digital | April- May 2025
- Configure the logic and prompt workflow for LLM.
- Conduct quality assurance testing
- Created a presentation deck to introduce SPLAHBOT.

Coordinator Assistant of Public Relations
LKMM-TM 2024 – BEM FEB UB | September - November 2024
- Facilitated effective communication between stakeholders.
- Coordinated and maintained strong relationships with all stakeholders involved.
- Promoted the LKMM TM-2.0 program, attracting over 50 participants.

Project Officer
Incubation Of Society 2023 – BEM FEB UB | April – October 2023
- Led a digital marketing and financial development event for MSMEs in Malang, in collaboration with the Dinas Koperasi Perindustrian dan Perdagangan Kota Malang and Bank Indonesia Malang.
- Collaborated with Auto2000, Alfamart, PT GEN, and MAXIM as sponsorship partners.
- Successfully digitized operations for over 35 MSMEs in Malang City.
- Organized and supervised a team of 60 staff members, divided into several project divisions.
- Established and maintained effective communication with Bank Indonesia Malang as a media partner and speaker collaborator, as well as with the Dinas Koperasi Perindustrian dan Perdagangan Kota Malang.

Staff of Administration
Training Organization 2 2023 – BEM FEB UB | April – September 2023
- Managed document archiving for events.
- Ensured all required administrative documents were properly prepared and maintained.

RESEARCH EXPERIENCE

Regional Economic - University of Brawijaya November 2024
- Conducted research on Java Island's economy from 2005 to 2023, comparing two government periods.
- Findings showed that Java's economy performed better when domestic consumption and investment were prioritized due to their multiplier effects.

FOREST PRODUCTS EXHIBITION 15TH – Bogor Agricultural Institute
Finalist | October 2024

- Developed comprehensive research for a sustainable forest management project.
- Collaborated with a team of two members to present a plan for advancing Indonesia's green economy through sustainable forest management.

SKILLS

Hard Skill : Microsoft Office (Word, Excel, and Powerpoint), Python, Stata, Eviews.
Soft Skill : Leadership, Problem Solving, Communication