



# PENNI WINTASARI SIMARMATA

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## SUMARRY

Information Systems fresh graduate with strong interest in Web Development, SEO, and UI/UX Design. Experienced in managing WordPress websites, creating SEO-optimized content, and conducting quality control to ensure website performance and usability. Quick to adapt, communicative, and eager to contribute and grow in the digital and technology industry.

## EDUCATION

**Mercu Buana University Yogyakarta** **Yogyakarta**  
2021 - 2025  
Bachelor of Information Systems | IPK: 3.70 / 4.00

**Research Project**  
"Development of a Student Depression Prediction Model Based on Machine Learning with Algorithm Performance Evaluation" Submitted to SINTA 3 indexed journal (Information System and Informatics – ISI) as part of the final thesis.

## INTERNSHIP EXPERIENCE

**Soraya World** **Bantul, Yogyakarta**  
February 2024 - July 2024  
*Web Developer, Intern*

- Developed and managed websites using WordPress, including themes, plugins, and content structure
- Improved website performance through on-page and off-page SEO strategies and page speed optimization
- Wrote and edited SEO-friendly articles based on keyword research and content optimization techniques
- Conducted Quality Control (QC) to ensure website functionality, appearance, and interface consistency
- Collaborated with team members to meet client requirements and project targets

## ORGANIZATIONAL EXPERIENCE

**Student Choir Organization (UKM Paduan Suara Mahasiswa UMBY)** **Yogyakarta**  
2021 - 2022  
**Membership Division Staff**  
Managed member data and coordinated organizational activities

**Facilities and Logistics Division Staff** **Yogyakarta**  
2024 - 2025  
Responsible for managing and maintaining facilities and supporting equipment

## SKILL

Soft Skill : Communication, Teamwork, Time Management, Problem Solving, Adaptability  
Technical Skill : HTML, CSS, JavaScript, PHP (Basic), Python (Basic), Laravel (Basic), React (Basic)  
Software Skill: Figma, Adobe XD, Canva, WordPress, Google Analytics, Microsoft Office (Word, Excel, PowerPoint)