



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**
Bachelor of Information Systems | IPK: 3.70 / 4.00 2021 - 2025

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**
Web Developer, Intern February 2024 - July 2024

- 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**
• **Membership Division Staff** 2021 - 2022

Managed member data and coordinated organizational activities

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

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)