Reyza Agung Gunawan

Mechatronics Engineer — Data Analytics — Digitalization — Marketing & SEO

Email: reyzacomm@gmail.com — LinkedIn: linkedin.com/in/reyzaag — Portfolio: https://reyzasagara.github.io/nicetomeetyou/

Professional Summary

Mechatronics Engineer with experience spanning manufacturing systems, digitalization, data analytics, and marketing intelligence. Strong background in operational engineering combined with hands-on development of web systems using Laravel, advanced data analytics (Excel, Python, Power BI), and data-driven market analysis. Experienced in translating technical, operational, and market data into actionable insights for management decision-making.

Core Competencies

- Engineering Systems & Manufacturing Operations
- Digitalization & Web Application Development (Laravel)
- Data Analytics & Dashboarding (Excel, Python, Power BI)
- Marketing Analytics & SEO (SERP, Market Demand Analysis)
- Production Planning & Decision Support
- Cross-functional Collaboration

Professional Experience

Engineering & Manufacturing Systems

- Broke down and documented the complete electrical system architecture of 3-wheel ICE vehicles into clear diagnostic diagrams used in production and field troubleshooting.
- Acted as key technical advisor for unresolved electrical issues, supporting technicians with root-cause analysis across battery, charging, CDI, booster, and ignition systems.
- Designed, prototyped, tested, and validated 3-wheel EV and ICE vehicles from early development to commercial deployment.
- Engineering contributions support a business with approximately IDR 50 billion in annual revenue.

Digitalization & System Development

- Developed IoT-based Andon systems for a Japanese manufacturing environment, applying 7 QC Tools (Fishbone Diagram, Scatter Diagram, Pareto Analysis) for structured problem-solving.
- Served as part of a company-wide digitalization task force overseeing feasibility, reliability, and PIC accountability across four business units.
- Built a centralized sales operations web application using Laravel to connect dealers and internal teams, improving data visibility and insight quality.
- Preparing a large-scale digital sales project targeted to support up to 5x sales growth in 2026.

Data Analytics & Decision Support

- Advanced user of Microsoft Excel for analytics and ISO-standard documentation (VLOOKUP, HLOOKUP, Pivot Tables, VBA Macros).
- Developed daily Production Planning vs Actual reports covering over 20 product types, enabling management to track performance and deviations clearly.
- Used Python and Power BI to process, analyze, and visualize operational and business data for scalable reporting.

Marketing Analytics & SEO Experience

- Supported marketing division in developing One-Year Policy (OYP) and Annual Plan (AP) using structured frameworks such as Brand Awareness, CSAT, Customer Journey Mapping, 7P Analysis, and Jobs To Be Done (JTBD).
- Conducted SEO and market demand analysis focusing on Search Engine Result Page (SERP) behavior, keyword intent, and interest-over-time trends.
- Performed competitor and market research through data scraping and aggregation, analyzing more than 100,000 records to support expansion and digital marketing strategy.
- Translated marketing data into strategic recommendations for management covering expansion, digital marketing direction, and operational digitalization.

Technical Skills

Programming & Tools: Python, Laravel (PHP), VBA, SQL
Data & Analytics: Microsoft Excel (Advanced), Power BI, Data Visualization
Marketing Analytics: SEO, SERP Analysis, Market Trend Analysis, Customer Journey Mapping
Engineering: Electrical Systems, EV & ICE Vehicles, Prototyping, Testing, Manufacturing Support

Education

Associate degree in Mechatronics Engineering — Politeknik Manufaktur Bandung

Additional Information

Interested in digital transformation, data-driven decision-making, and bridging engineering execution with market intelligence.