

# Digital Branding

3 main for Digital Branding

- Resume
- Social media profile(Digital Presence)
- Networking

## Resume

### Resume Screening

Qualification

1. Work Experience( Internship for students / fresh graduate)
2. Educational background
3. Skill and knowlegde

Screening resumes based on

1. Minimum qualification  
⇒ mandatory qualifications that a candidate must meet the requirement of qualifications.
2. Preferred qualification  
⇒ a characteristic that would make someone a strong candidate for the jobs.

A good resume consist of these aspects at minimum



**Identity/  
Personal Detail**  
(Full name, email,  
address, phone  
number)



**Professional  
Summary**  
(Unique strengths  
and career vision)



**Educational  
Background**  
(Use the latest one or  
the one that matches  
with the job)



**Working Experience**  
(Internship/ voluntary  
projects that are  
relevant to the job)



**Skill & Interest**  
(Relevant to the job)

## Example of good resume

<p><b>NAME</b> EMAIL@ADDRESS.CO.UK 01602 444843 103 ADDRESS, EXAMPLE CITY, POST CODE EMAIL, NO TELEPHONE</p> <p><b>PERSONAL PROFILE</b> Take this section to briefly describe why you are interested in the role and what makes you the perfect fit. You should link your skills to their job description but don't list them all - you can save this for the work experience section. Ideally you want your personal profile to be 4-5 lines. It shouldn't be over one paragraph.</p> <p><b>WORK EXPERIENCE</b> <b>COMPANY   JOB TITLE</b> SEPT 2016 - PRESENT</p> <ul style="list-style-type: none"> <li>Include your key achievements in the role and what skills you learnt</li> <li>What were your day-to-day tasks?</li> <li>Use examples and skills which are relevant to the role you are applying for</li> <li>Keep your descriptions brief, you don't want to waffle in your resume</li> <li>List your relevant tasks and skills you acquired</li> <li>Try to avoid generic phrases. Make it personal to the company and the role for which you are applying</li> </ul> <p><b>EDUCATION BSC COURSE</b> <b>NAME   FIRST YEAR AVERAGE: 68%</b> SEPTEMBER 2016 - PRESENT (UNIVERSITY NAME)</p> <ul style="list-style-type: none"> <li>In this section list the relevant modules you are studying and any grades you have</li> <li>You can mention any skills you've learnt from your modules and any achievements you have from your time at university</li> </ul> <p><b>ADDITIONAL SKILLS AND INTERESTS</b></p> <ul style="list-style-type: none"> <li>List and briefly describe any interests or passion you have</li> <li>It's a great idea to try and include anything relevant to the job role or area which you have achieved or pursued</li> <li>Try to include any skills you learnt from this hobby</li> <li>If you have any additional qualifications relevant to the job (e.g an excel certificate), then list it</li> </ul>	<p><b>Identity</b></p> <p><b>Summary</b></p> <p><b>Work Experience</b></p> <p><b>Education</b></p> <p><b>Skill &amp; Interest</b></p>	<p><b>WENING KIRANA</b> JL. CEMPAKA PUTIH RAYA NO. 31, BANTUL, YOGYAKARTA WENING.KIRANA@GMAIL.COM 08145892346</p> <p><b>PERSONAL PROFILE</b> I am a final year Computer Science student at Brawijaya University. I have developed excellent analytical skills through my degree, and I supplement this skill through my competency in digital modelling. My determination and dedication is highlighted by my achievement of a black belt karate that I do daily. I am now looking to further develop and use my skills in a year in industry placement, specifically in data science.</p> <p><b>WORK EXPERIENCE</b> <b>THE FRENCH SHOP   BACK-END ENGINEER INTERN</b> SEPT 2016 - PRESENT</p> <ul style="list-style-type: none"> <li>Writing server scripts and API's to be utilized by front side engineers and UX designers</li> <li>Assisting and curating the structure of server side information.</li> </ul> <p><b>EDUCATION</b> <b>BACHELOR OF COMPUTER SCIENCE</b> SEPTEMBER 2015 - PRESENT</p> <ul style="list-style-type: none"> <li>Data Analysis and Management (72%)</li> <li>Statistical Modelling (85%)</li> </ul> <p><b>ADDITIONAL SKILLS AND INTERESTS</b></p> <ul style="list-style-type: none"> <li>HTML and C++ competencies</li> <li>Various programming languages including Python, Java, Kotlin</li> <li>Special Needs Assistant - I have had training during my secondary education, working with children aged between 10-13 years old with learning difficulties</li> <li>Trained for 7 years in karate, qualified as a black belt</li> <li>Sign Language - basic level of sign language</li> </ul>
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## The Entry level Resume

- Add a showcase you capabilities by focusing on your **educational achievement** and **voluntary** or **internship experiences**. You can add another showcase like **university thesis**, **certifications** and **skills** you gained from **you internship experience** during university as long as they are **relevant** to the job.

## Sample for entry-level resume

**FRONT END DEVELOPER**

Mobile :

Address :

Email :

**SUMMARY**

As a graduate with degree in Computer Science, I have an enthusiasm in technology. I am a well-organized person and always make a plan ahead and strive to make sure that I manage to use my time optimally. To pursue a highly rewarding career, I'm seeking for a job in challenging and healthy work environment where I can utilize my skills and knowledge efficiently for organizational growth.

**SKILLS**

- PHP (Laravel Framework)
- JavaScript/TypeScript (Angular Framework)
- Java (Spring Framework)
- Ionic Framework
- Firebase
- JIRA
- MySQL/PostgreSQL
- GIT

**EXPERIENCE**

**PT VIVA MEDIA BARU**  
September 2017 - present

- Create progressive web apps using Angular Framework

**PT AHLIJASA INDONESIA**  
November 2016 - September 2017

- Client application based on iOS and Android used Hybrid Framework
- Consume the API Interfaces for booking workflow
- Feature that user know the schedule for booking is unavailable
- Workflow when user want to reschedule the booking
- Push notification in client apps
- Driver and client chat workflow and the interface used Firebase Database
- Upload and download video from Firebase Storage

**PT TOMATECH MOBILE DEV**  
February 2016 - April 2016

- Created basic school data, starting from create API using spring, consume API using angularJS.

**PT UNIVERSAL TEKNO REKSADAYA**  
September 2016 - November 2017

- Created internal web apps using Laravel 4.2 framework.

**EDUCATION**

- 2013 - 2016 Institut Pertanian Bogor
- 2010 - 2013 SMK N 3 Kota Bogor

## Preparing a winning resume



### Professional Summary

Why a **well written** professional summary written is important:

1. Your professional summary is like a strong handshake
2. Articulating your personal vision, major professional skills and your interests allows recruiters to have a clear understanding of your career narrative and communication abilities
3. Well written summaries leaves a positive impression, and the great ones stand out from other applicants



### 1. Concise is best

Writing a 200-character summary is more than enough. Anything too lengthy will result in readers skimming through what you have written. Showcase your best self in powerful yet brief sentences.



### 2. Always use the first person narrative when writing about yourself

Don't introduce or describe yourself in the third person. Using the first person narrative makes it more personalized and approachable.



### 3. Highlight your specialties by adding them as keywords

An easy way to optimize your profile is by adding keywords at the bottom of your summary. This will reinforce your skills that are relevant and recruiters will see all you have to offer. Be specific with your skills.

## Sample professional summary

### Sample for Android Developer:

I worked as a Senior Developer at a software company. I was responsible for the development and management of an Android Mobile App, leading a team of 4 junior developers. **Using Swift 4**, I developed the registration, login and account management screens and flows against a **RESTful API** that returned a **JSON** payload. The team achieved 80% automated test coverage using a combination of unit tests and **Appium**.

### Sample for Machine Learning Engineer:

I worked as a Machine Learning Engineer at one of the biggest e-commerce companies in Indonesia. I was responsible for the development of an Artificial Intelligence and leading a team of 2 junior engineers. **Using Pandas and Matplotlib**, I analyzed data library by enhancing analytics and modeling for quality visualizations. I also build algorithms based on statistical modelling procedures to maintain scalable machine learning solutions. The team achieved **120% of revenue growth** by using the advanced Artificial Intelligence that I developed.

#### **Sample for Cloud Engineer:**

I have **3+ years of experience in IT infrastructure** at a telecommunication company. I was responsible for **cloud management** and **infrastructure design**. I oversaw all systems of customer environment. Furthermore, I assisted the creation of **SLA for all Team Deployment monitoring tools**. Aside of my technical skills, I'd love to interact with people and polish my **communication skills** as I have done so successfully in my career by assisting various existing and potential customers to explain new projects.

#### **4. Show them what you love**

Let your personality shine and showcase your passion for your work. Bring out interesting personal stories and relate it back to your career.

Here's a great example of how you may provide a glimpse into your personal life via your professional summary:

**I love building new things** - taking an idea on a blank whiteboard or an early-stage prototype, and transforming it into something people value. **Professionally**, I've done this repeatedly at companies big and small; **personally**, I'm a tinkerer (robots, LEGO, haunted houses, paper circuits), that's driven to help my own kids, and others, realize that they can make anything they want in life. I've written about consumer-grade enterprise software, fun product planning exercises, and creative discomfort within an organization, as well as about making things for fun.

#### **Key pointers:**

- Open with 'I love ...'
- Determine what you're passionate about, then fill in the blank: "I love \_\_\_\_ — [what it looks like]"
- Think about how your passion relates to your personal and professional life, then write it out as: "Professionally, \_\_\_\_\_; personally, \_\_\_\_\_."

## **Strong and weak sample**



#### **Strong example:**

##### **Profile Statement**

Machine Learning Engineer with over two years of experience. Skills include computer networking, analytical thinking, and creative problem solving. Able to apply customer service concepts to IT to improve user experience for clients, employees and administration. Looking for a position to develop artificial intelligence (AI) with a company that appreciates creativity and freedom of innovation.



### Weak example:

I am a hard-working individual who enjoys working. I am excellent at meeting deadlines. I have two years of experience in business, and I would like to contribute to a business with my excellent skills and past work experience.

- Avoid vague statements that are not backed by evidence or that are too broad to carry any weight or meaning
- A professional summary needs to be punchy and should outline your personal characteristics as it is related to the role you're seeking
- All sections of a resume, excluding the personal details, should be properly labelled

### Why is it weak?

Experienced [Job Title] with expertise in all aspects of the cloud client environments, including monitoring, deploying custom scripts, technical support, and troubleshooting.

Highly regarded self-starter with Master's degree in [Area of study]. Offering more than [Number] years' as Front-End Developer in dynamic environments. Looking for a position to develop Android applications with a company that appreciates strong educational background and work experience.

Deadline-focused Machine Learning Engineer with broad skill range including Artificial Intelligence (AI) development, statistics and data modelling.

Experienced [Type] Data Scientist familiar with user support and root cause analysis. Advanced knowledge of [Area] operations and the dedication to see issues through to the end. Pursuing new professional challenges with a growth-oriented company.

Deadline-focused Web Developer with broad skill range including collateral design, web monitoring, and project management.

## Personal Details

### Weak example :

**Curriculum Vitae**  
Address: Jl. Kelapa Lilin no. 32, Malang, Jawa Tengah,  
Indonesia  
Tel: 0813 4586 9521  
Email: coolbeans007@gmail.com  
DoB: 27 February 1992  
Nationality: Indonesian  
Gender: Male  
Marital status: Single

### Strong example :

**Ardian Saputra**  
Jl. Kelapa Lilin no. 32, Malang, Jawa Tengah  
**Mob:** 0813 4586 9521 **Email:** ardian.saputra@gmail.com

**Heading:** Full name in large, bold letters and centred on the page (not named Curriculum Vitae or Resume, as it can be understood from the document itself that it is a resume);

**Email:** Ensure it's professional (e.g. first and last name); No need for 'Address', 'Tel', or 'Email' prefixes (unless it improves presentation);

**Address:** Should not take up a lot of space, it needs to be better presented;

**Others:** Nationality, date of birth, gender and marital status are optional information which is best left out unless there is a particular benefit to their inclusion.

## Educational Background



### Weak example:

2005 – 2011 Plus Nurul Aulia Elementary School  
2011 – 2014 Cimahi 5 State Junior High School  
2014 – 2017 Cimahi 5 State Senior High School  
2017 – 2021 Padjadjaran University  
2019 – 2020 Data Mining for Big Data Course  
from University of Indonesia



### Strong example:

**Education and Training**  
**2019 – 2020 Data Mining for Big Data Short Course**  
**University of Indonesia**  
Graduated with Distinction  
**2017 – 2021 Bachelor of Computer Science**  
**Padjadjaran University**  
GPA 3.6

### Key pointers:

- Entries need to be in chronological order (i.e. most recent first)
- Remove irrelevant and outdated educational information
- Expand on important educational attainment (e.g. GPA)
- Show grade/qualification achieved;
- Don't forget: maintain the same structure and format throughout the resume!

## Employment and work history



## Weak Example:

2019 – Present	IT Support Assistant	ABC Electronics Ltd.
2017 – 2019	IT Admin	PT E-Commerce Solutions
2014 – 2017	IT Assistant	M&M Electric Vehicles
2013 – 2014	IT Junior Associate	Plaza Hotel
2013	IT Junior Associate	Packaging Products
2012 – 2013	IT Junior Associate	TB Group

- Basic requirement: name of the company worked in, start and end dates (month/year format), job title and main tasks performed
- Employment history should show quantifiable achievements that highlight the successes in work
- Omit irrelevant or outdated work experiences
- Avoid excessive jargon or technical terms most readers will not understand
- The presentation of the information (i.e. layout) is equally important as the content

## Key pointers :



## Strong Example:

### Front-End Developer Intern

Accenture

Oct 2019 – January 2020

I've experienced building responsive websites without using any frameworks though I'm familiar with bootstrap or foundation, connecting with back-end using AJAX and Rest-API, have experience with PHP framework Codeigniter, and collaborating using GitHub. I also have experience working with React Native for mobile application development. I'm eager to learn, grow and contribute in the tech industry.

As a Front-End Developer intern, my responsibilities and achievements included:

- Developed desktop application for employee engagement using C#
- Developed mobile and web application for Human Resources division to monitor and track payroll and reimbursement
- Help Payroll staff with daily technical problems

### Student Ambassador

President University

Aug 2016 – Aug 2020

Promote and influence high-school students to pursue their study at President University.

As the student ambassador, I successfully formed partnerships with 15 high schools in the Jabodetabek area.

Worked under supervision of the Marketing Division of President University.

## Skills

# Skills

## Weak example for engineer candidates:

- SKILLS
- Tableau Desktop Basic
  - SQL Server Database Intermediate
  - MySQL Advanced
  - Microsoft Windows Server Intermediate
  - Linux Server Intermediate
  - AJAX Novice
  - JSON Intermediate
  - CSS3 Intermediate
  - SQL Queries Advanced
  - Oracle SQL Basic
  - Windows Server Active Directory Intermediate
  - RESTful WebServices Basic
  - Javascript Intermediate
  - Bootstrap Advanced
  - MVC Intermediate
  - Laravel Intermediate
  - PHP Advanced
  - Python Basic
  - Java Basic
  - Data Analyzing Intermediate
  - IT Project Management Novice
  - Business Correspondence Basic
  - jQuery Advanced
  - HTML5 Advanced
  - C# Basic
  - Web Design and Development Intermediate
  - Creative Thinking Advanced
  - Business Process Analysis Novice

## Strong example for engineer candidates:

- SKILLS
- Web Development Intermediate
  - PHP Intermediate
  - HTML5 Advanced
  - Java Advanced
  - NodeJS Intermediate
  - jQuery Advanced
  - JavaScript Advanced
  - Android Development Advanced

- Avoid cluttering the section
- Insert skills where you are most advanced and that are most relevant to the job for which you are applying

# Hobbies and Interest



## Weak example:

I enjoy skiing, hiking, playing football, bird-watching and hanging out on my spare time.



## Strong example (e.g. when applying for a Back-End Developer role) :

### Hobbies and Interests

I enjoy reading non-fiction books, solving puzzles, and socialising with friends and family.

## Key pointers:

- Only add this section if able to demonstrate professionally-relevant characteristics
- Providing hobbies helps to personalize the resume and showcase personality to the readers
- Avoid disclosing political or religious affiliations
- Avoid listing too many hobbies

# Common Mistakes in Resume Writing



### 1. Spelling mistakes and poor grammar

Always ensure you ask a trusted individual to review your resume for mistakes. Spell-check doesn't always spot spelling/grammatical errors and it's often unable to detect the misuse of words, such as, 'diary' being mistakenly spelt as 'dairy.'



### 2. Using clichés

Using terms such as "good communicator;" "can-do-attitude" and "team player" without substantiating them with facts or examples will add very little (if any) value to your resume. Avoid using jargon and highlight specific key skills supported by valid examples to add credibility to your resume.



### 3. Incorrect information

Dates which don't add up, incorrect personal information and/or blatant exaggerations will only discredit you if they are noticed by your recruiter or potential employer. Unintentional mistakes like writing the incorrect phone number or email address can be equally critical, as recruiters will be unable to contact you, so double-check everything.



### 4. Failure to tailor

Make sure you tailor your resume to each role you apply for. List skills, responsibilities and achievements that are specifically job related. Steer clear of the 'one-size-fits-all' approach and adapt to match specific requirements.



### 5. Too long

Your resume is not supposed to be a novel – if the employer is not convinced after two pages; it's likely they'll not be persuaded in the next four. Keep it concise and remember: less is often more.



### 6. Too many skills

Highlighting too many skills or claiming to be expert in too many of them especially when lacking significant work experience makes the resume look inflated. Be honest - only write skills that you truly possess, accurately reflect your proficiency in those skills and ensure they are related to the job at hand.

## Digital Presence

### Why go online?

1. **You are more searchable.**

Your online presence is akin to an online resume. Recruiters and hiring managers use online platforms to search and know more about you. So, if you don't have a presence online, your name won't surface during searches, such as on Github, LinkedIn, Kaggle, etc.

2. **Additional resource for research.**

Having an online profile, for instance on LinkedIn, also means that you can use the site to research companies, interviewers, recruiters, and hiring managers, which is helpful before submitting applications and showing up to interviews.

3. **Networking.**

Professional social networks like LinkedIn or GitHub can help you to network with other professionals and open up more career opportunities.

## Platforms for Online Branding

### Social Networks

Allow you to connect and share ideas with other professionals and some platforms you to share projects and collaborate.



### Job Boards

To create a profile on a high-demand jobs platforms will enable you to apply to the jobs you want through one channel. Recruiters will also be able to find you through the platforms recommendations engine and by performing a resume search.



## LinkedIn's



Put simply, LinkedIn is **a social network for professionals.**

Whether you're an employee at a major company, a business owner who runs a small local shop or even a first year college student **looking to explore future career options** - LinkedIn is for anyone interested in new opportunities to **grow their careers** and to **connect with other professionals**.

## LinkedIn's Main Features

**Home:** showing recent posts from your connections and company pages you're following

**Profile:** shows your name, photo, location, occupation, summary, work experience, education

**My Network:** all the professionals you're currently connected with on LinkedIn

**Jobs:** All sorts of jobs listings are posted on LinkedIn everyday

**Interests:** company pages, groups, SlideShare platform for educational purposes

**Search bar:** find specific professionals, companies, jobs and more

**Messaging:** create conversation with other professionals, share attachments, photos and your portfolio

**Notifications:** notification feature that lets you know your account updates

**Pending Invitations:** other professionals invite you to connect with them on LinkedIn

## Github



GitHub is a code/open-source repository hosting platform for collaboration and version controls - akin to a cloud for code. It can host folders and any type of files (HTML, CSS, JavaScript, Documents, Data, Images).

#### Why is it important for programmers or IT talent to have GitHub profiles?

GitHub allows programmers to showcase their work to the public. It is one of the largest coding communities, which provides global exposure to the latest trends and relevant industry knowledge. By being active on Github, it enables you to interact with a vast community of similar professionals and helps your other professionals, peers and potential employers view your projects/work.

**1. Profile Picture**

**2. General Information**

**3. Repositories**

**4. Contribution Calendar**

## Creating an Attractive Github Profile

## **1. Regularly update your GitHub code**

When you make small changes to any project/code, ensure you frequently update them on your GitHub. Potential employers often view the recency of your GitHub account to determine how active you are in coding.

## **2. Write clean, commented, and well-organized code**

Make a README that accurately describes the goals of the project and use a well-organised filing system. Proper documentation shows the journey you took to reach your destination and helps peers/team members/employers to better understand the way you think and work.

## **3. Utilize GitHub Pages**

GitHub allows you to create a customized profile page, providing full control over the format of how you present your work to others. Creating your own profile offers a glimpse beyond your technical proficiency with greater insight into your personality and character

## **4. Contribute and create solutions**

By participating in other members' projects, offering suggestions and solutions to help them solve their challenges, elevates the value of your GitHub profile. In addition, it hones your problem solving and coding skills, and helps expand your network by forging new connections with other members in the community.

## **Sample of Good Resumes**

## Android Engineer



## Android Engineer

### Good Resume Fresh Graduates



<b>PROGRAMMER</b>		
<b>Skills</b>	Platforms	▪ Windows • Linux Mint • Kali Linux
Frameworks	Laravel • Spring Boot • Node.js • Codeigniter	
Databases	MySQL • MS Access • SQL Server • PostgreSQL	
Languages	C/C++ • Java • PHP • VB6 • .Net	
Tools	Netbeans • MS Visual Studio • Dev C++ • STS • CodeBlock • Sublime Text	
<hr/>		
<b>Social Task</b>	<ul style="list-style-type: none"> <li>▪ Member of Education Department FTII (Fakultas Teknik Informatika dan Elektro)</li> <li>▪ Teaching Assistant (Object Oriented Programming)</li> <li>▪ Participant of Google Code Jam 2017 (Round 1)</li> <li>▪ Participant of Indonesia National Contest 2016 held by BINUS University</li> <li>▪ Participant of Gemastik In Session Programming 2017</li> <li>▪ Participant of Competit In Session Programming 2016 held by University of Indonesia.</li> </ul>	
<hr/>		
<b>Achievements/Awards</b>	<ul style="list-style-type: none"> <li>▪ Top 50 Kode Indonesia 2017</li> <li>▪ 3rd Winner of Arduino Programming Competition 2016 Regional North Sumatera</li> <li>▪ 5th Place of Techphoria 2017</li> <li>▪ 5th Place of Ibtah-est Programming Competition 2017</li> <li>▪ 14th Place of Bulakapuk Programming Contest Session 5</li> <li>▪ Finalist of IdeaUse Programming Competition 2017 held by STMIK – STIE MIKROSKILL</li> <li>▪ 1st winner of HIMASTI Programming Competition 2017</li> </ul>	
<hr/>		
<b>Education</b>	Del Institute of Technology ▪ Information System	2014 – Present
<hr/>		
<b>Web Projects</b>	<ul style="list-style-type: none"> <li>▪ Made a few web-based projects, including Teknisi Kita and House Helper websites, using Java and PHP.</li> </ul>	
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<b>References</b>	Available on request	

## Cloud Engineer

### Good Resume



<p><b>WORK EXPERIENCE</b></p> <p>Jun 2020 - present      <b>Associate Cloud Engineer</b> Google Associate Cloud Engineer / Kamiini dan Google Google Cloud Platform Fundamentals: Core Infrastructure Menulis dan mempresentasikan dokumentasi dan pengemparan yang terdiri di Google Cloud Platform, termasuk Google App Engine, Google Kubernetes Engine, Google Cloud Storage, Google Cloud SQL, dan BigQuery.  Essential Cloud Infrastructure: Foundations Menyeimbangkan dan membangun berbagai elemen teknologi, termasuk komponen infrastruktur seperti jaringan, sistem, dan layanan aplikasi. Konsistensi juga mencakup pemeliharaan tetap pada sistem dan aplikasi, memastikan keterkaitan antara mereka dengan akurasi, efisiensi dan sebagainya, serta pemeliharaan resikonya.  Essential Cloud Infrastructure: Scaling and Automation Menyeimbangkan sumber daya, termasuk pemeliharaan infrastruktur jaringan yang aman, load balancing, pemeliharaan otomatis, optimisasi infrastruktur, dan layanan teknologinya.  <b>Academic Engineering</b> Tatton Indonesia CAPM Tatton University (Plakard) = Penilaian dan Implementasi Pengembangan Aplikasi Surat Ciptaan Menggunakan Teknologi Aksara (PM&amp;B) Lata National Conference Competition = Best Paper in The 10th National Conference on Information and Electrical Engineering, Faculty of Engineering, Universitas Gadjah Mada, July 2016 International Conference Competition= Grand Finale in Youth Entrepreneur for Social Innovation Using Sustainable Technology, IEEE Region 10, Stanford International University.</p>	<p>Aug 2015 – Nov 2016      <b>Telecommunication Engineering</b> Tatton University (Tatton University) (PK 3.20)</p> <ul style="list-style-type: none"> <li>▪ Periodic Jurnal/Paper Imprint</li> <li>▪ Research</li> <li>▪ Report</li> <li>▪ Thesis/Project</li> <li>▪ Academic</li> <li>▪ Software Developer</li> </ul> <p><b>AWARDS AND ACHIEVEMENTS</b></p> <p>Jul 2016</p> <p>Sep 2016</p> <p>The Best 10th National Conference on Information and Electrical Engineering Faculty of Engineering, Gadjah Mada University Lomba paper tingkat nasional dilingkungan teknologi</p> <p>Grand Finale in Youth Entrepreneur for Social Innovation using Sustainable Technology IEEE Region 10 and Stanford International University Lomba paper tingkat internasional pada bidang teknologi</p>
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## Machine Learning

### Good Resume



<p><b>EMPLOYMENT</b></p> <p><b>Machine Learning Engineer</b> A Job Thing Sdn Bhd – Yogyakarta, Indonesia (Sep 2018-Present) Working under its Indonesia office: PT Max Karya Indonesia</p> <p><b>Key Responsibilities:</b></p> <ul style="list-style-type: none"> <li>▪ Built data warehouses to serve 3 applications</li> <li>▪ Built web scraper with the queue system using BeautifulSoup and Celery</li> <li>▪ Optimized existing content search engine using Elasticsearch</li> <li>▪ Monitored and built content quality reviewer using word-vector</li> <li>▪ Monitored and built content recommendation model using a hybrid model in 7 products</li> <li>▪ Deployed high availability machine learning API</li> <li>▪ Monitored job ads push notification</li> <li>▪ Key achievements</li> <li>▪ Delivered search results within &lt; 200 milliseconds</li> <li>▪ Increased click rate of contents in mobile apps by 30% within 3 months</li> <li>▪ Contributed to 3% of total job applications</li> </ul> <p><b>Teaching Assistant</b> Faculty of Computer Science, Braniyaya University – Malang, Indonesia (Sep 2014-Feb 2015)</p> <ul style="list-style-type: none"> <li>▪ Compiled teaching materials</li> <li>▪ Gave a tutorial on how to make documentation during the software engineering process</li> <li>▪ Assessed student performance on lab activity</li> </ul> <p><b>Web Programmer Intern</b> PT Optima Internmedia – Malang, Indonesia (Jan 2014- Aug 2014)</p> <p>Analyste, designed, and developed a content management system for news portal</p> <p><b>EDUCATION</b></p> <p><b>National Central University – Taoyuan, Taiwan</b> (Sep 2016-Jul 2018)</p> <p>Master of Science – 3.83/4.00 Computer Science and Information Engineering Machine Learning (96/100), Introduction to Data Science (96/100), Data Mining on Biological Data (91/100), Intelligent Surveillance (84/100) Master thesis: Analysing US company bankruptcy model using Random Forest, Support Vector Machines, KNN, Naive Bayes</p> <p><b>Braniyaya University – Malang, Indonesia</b> (Sep 2011-Jul 2015)</p> <p>Sarjana Komputer (Bachelor degree) – 3.56/4.00 Information Systems</p> <p>Calculus (3.5/4.0), Probabilistic and Statistic (4.0/4.0), Advanced Computational Mathematics (3.5/4.0), Pattern Recognition (4.0/4.0), Artificial Intelligence (3.0/4.0), Data Mining (3.0/4.0), Information Retrieval Systems (4.0/4.0)</p> <p><b>TECHNOLOGIES</b></p> <table border="1"> <thead> <tr> <th>Programming Languages</th> <th>Frameworks, Libraries, and Tools</th> <th>Data Skills</th> </tr> </thead> <tbody> <tr> <td>Python, Matlab, PHP, C/C++</td> <td>AWS, logstash, Elasticsearch, Redis, Numpy, scikit-learn, MySQL, SQLite, spaCy, gensim, celery, beautiful soup, selenium, sphinx, dash, Gensim, Flask, Nginx, Supervised, keras, tensorflow</td> <td>Classification, Regression (Support Vector Regression), Natural Language Processing (word vector, named-entity recognition), Information Retrieval (recommendation system), Web Scraping, NLG, Data extraction and transformation, Deep Learning (Multivariate time series classification using LSTM/FCNN)</td> </tr> </tbody> </table>	Programming Languages	Frameworks, Libraries, and Tools	Data Skills	Python, Matlab, PHP, C/C++	AWS, logstash, Elasticsearch, Redis, Numpy, scikit-learn, MySQL, SQLite, spaCy, gensim, celery, beautiful soup, selenium, sphinx, dash, Gensim, Flask, Nginx, Supervised, keras, tensorflow	Classification, Regression (Support Vector Regression), Natural Language Processing (word vector, named-entity recognition), Information Retrieval (recommendation system), Web Scraping, NLG, Data extraction and transformation, Deep Learning (Multivariate time series classification using LSTM/FCNN)
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(updated at September 2020)

## *Linkedin Profile*

<p><b>EDUCATION</b></p> <p><b>Universitas Binaan Indonesia Kuta Taman Siswa Tangerang Selatan, 15833 Indonesia</b></p> <p><b>Phone:</b> +62-812-830-0000 <b>E-mail:</b> arifahdwi@gmail.com <b>Linkden:</b> <a href="https://www.linkedin.com/in/arifahdwi/">https://www.linkedin.com/in/arifahdwi/</a></p> <hr/> <p><b>Universitas Binaan Indonesia Kuta Faculty of Business Administration Systems Semester 1, 2012-2013, MELBOURNE, AUSTRALIA</b></p> <p><b>Academic Performance</b></p> <ul style="list-style-type: none"> <li>- GPA: 3.24/4.00</li> <li>- CGPA: 3.24/4.00 Average</li> <li>- Miles in Financial System</li> </ul> <p><b>Received Seven Academic Awards</b></p> <ul style="list-style-type: none"> <li>- GE Capital Brilliance Award</li> <li>- GE Capital Excellence Award</li> <li>- GE Capital Best in Class Honour Society</li> </ul> <p><b>Best Startup Project - FTII/PSI 11 Based Entrepreneurship</b></p> <p>Won the best project award in the <i>Oliver Peacock - Cup</i> meeting to solve Jeker for never-ending traffic. Grand final shortlisted to one of Melatiwulan's best 10 top innovation. Angkatan 10.</p> <p><b>Achieved the top works (and practiced) for the following subject:</b></p> <ul style="list-style-type: none"> <li>- EIP2003, Project Management</li> <li>- EIP2004, Project Management, Strategic For Business</li> <li>- FIT3113, If For Business</li> </ul>	<p><b>EXPERIENCE</b></p> <p><b>CEO, Co-Founder Exit: Axeler</b></p> <p>Co-founded a digital agency providing services on Website Designing and Development, Mobile App Development, and Digital Marketing. Axeler is currently created as a software house so that we can create our own tech startup.</p> <p><b>Roles</b></p> <ul style="list-style-type: none"> <li>- Developed 20+ websites for startups <b>Labels:</b> <a href="https://www.linktree.com">https://www.linktree.com</a></li> <li>- Labels is a website to help entrepreneurs find complete information (links, contacts, news, photos, related) of a startup easily in one single place.</li> <li>- Relaunches <a href="https://www.linktree.com">https://www.linktree.com</a> website</li> <li>- Relaunches is unrelated to Relaunches (tag: 100-200 users) and is a website to help entrepreneurs find complete information from friends and influences with basic communication.       <ul style="list-style-type: none"> <li>- Top 100 founder in Indonesia's Institute Program</li> <li>- Part of <i>Indonesian Startup Conference</i> 2018</li> <li>- Part of <i>Techfest Indonesia 2018</i> (Startup Booth)</li> <li>- Helped to build NFT stage and Building Lucrative Business 10x growth</li> </ul> </li> <li>- Helped over 20 clients to grow their businesses. Impressed their social media presence, and increase online conversion.</li> <li>- Working with various clients, Melatiwulan, WebCommerce, and arseed, ComTech using Uppi</li> <li>- Lead several teams of 5 people using Agile methodology project management.</li> </ul> <hr/> <p><b>Founder President's Chair Rule</b></p> <p>Universitas Binaan Indonesia Kuta Tangerang Selatan, 15833 Indonesia</p> <p>Provider institution is a Melatiwulan Business incubator program for startups. I have selected as one of the participants in public global ranking among startup company.</p> <p><b>Startup Reference</b></p> <p>Relaunches is a website to help entrepreneurs (age 10-30) share and obtain product recommendations from friends and influencers</p>
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## *Resume*



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Associate Director of EY  
Greater Jakarta Area, Indonesia

  

Knowledge is the fuel of technology, travelling is drug of the moment.

**Experience**

**Associate Director**  
 **EY**  
May 2018 - Present | 2 yrs+ exp  
Greater Jakarta Area, Indonesia

**Founder**  
 **REALISTIC**  
Feb 2016 - Present | 2 yrs+ exp  
Greater Jakarta Area, Indonesia

**REALISTIC** / Building an Effective Efficient Analysis Statistics  
We can analyze the needed data, right message to the right customers,  
Below the Line Advertising on our marketing. Marketing channel in local industries

**VP, Partner Acquisition and Revenue Assurance**  
 **PT. Digital Alpha Media**  
Jan 2016 - May 2016 | 5 mos  
Greater Jakarta Area, Indonesia

Member e-wach di Celcius CSDP as fintech corporation that aimed to empower fintech solution to consumers and businesses for better life.

**Education**

 **GCNet, Chicago, Illinois USA**  
Delivery Skills School  
2014 - 2014

 **Sekolah Tinggi Manajemen PPFM**  
Master (MBA), Marketing Management  
1998 - 2000

 **Bahasa Inggris dan Ekonomi Kewangan & Perbankan Indonesia (STEKIP)**  
Bachelor in Economics, Finance & Banking  
1992 - 1998

**Licenses & Certifications**

 **Technology Delivery Lead, Kuala Lumpur, Malaysia**  
Accredited  
Issued Jan 2015 - No Exppiration Date

 **Delivery Sales School, St.Charles, Chicago, Illinois**  
Accredited  
Issued Mar 2014 - No Exppiration Date

*Linkedin Profile*

## *Resume*

# Networking



**Career networking**, or professional networking, is all about **meeting people**.

Networking is not only about **exchanging information**, but also serves as **a platform to create long-term relationships with mutual benefits**.

A network can start **anywhere** and with **anyone** you met or will meet, be it in person or online.

That means, even if you are just starting out, **you are already part of a network**. The next step is to learn how to **expand, maintain, and use it effectively**.

## Value of Networking



### 1. Help you create an impression

When you present your character, expertise, and competency in a public setting, it creates opportunities to forge connections with new people, who may be able to help you next time you're searching for a career. Increasing your visibility also helps people take notice of your purpose and value.



### 2. Connect with individuals and find a mentor

One of the best ways to explore an industry, company or position you find interesting is to learn about it firsthand. Networking will provide you with invaluable opportunities to connect with others that may help prepare you for your career goals, opportunities, and the challenges you may face.

Through these connections you may access expert advice, insights and best practices that are relevant to your needs. Be sure to maintain positive relationships with your personal and professional network, as they will largely influence your success in the future. Remember, your network is your *net worth*.



### 3. Receive recommendations for job vacancies

"It's not what you know, it's who you know." There are many job vacancies that are not publicly advertised to job seekers, and the applicants are either directly sought out or received via employee referral programs. This is because employers prefer to hire candidates that are referred by a trusted source.

By constantly engaging and expanding your network, you may discover and be recommended for career opportunities that aren't available to the public.

## Preparing for Networkin

Develop your Elevator Pitch by asking yourself about the following questions:

1. Who am I?
2. What is my objective?
3. What are my strengths and accomplishments?
4. What is my passion?
5. How to conclude the introduction?

Get comfortable with the "Tell me more about yourself" question and practice answering that verbally or in written format.

## Making Contact



Having prepared your elevator pitch, proceed with making the first contact. There are several ways for you to make that first contact, including:

1. Face-to-face meet up in an event (when it becomes possible)
2. Networking letters and emails
3. Online engagement through webinars, conferences, and competitions

Saying the first "hi!" could be difficult for many people, but if you prepare your elevator pitch well, i.e. **you understand who you are and what you are trying to achieve by meeting the other party**, you certainly can overcome that anxiety.

Coming in with a purpose, rather than completely going blind, will help other people to help you. **Remember to act cordial, enthusiastic, and humble to anyone you've met.**

## Writing a Networking Letter

### 1. Introduce yourself and express your intention



The most effective networking letters are those that immediately and clearly express your intention in writing to the recipient, whether asking for career advice, asking for a referral, or expressing your thanks for assistance they provided you. Don't forget to have a clear email subject line.

Ensure to properly introduce yourself, especially if you have never personally met the person. If you can establish a point of connection like a shared contact or place, this will help to engage the reader's interest. Your statement should be simple and straightforward, and avoid exaggeration.

**Example 1:**

Good day, my name is ... and I attended the conference on ... where you were present as a speaker. I am very interested on the topic that you raised during the session, however, I still have few questions related to your talk. I was hoping to meet you in person to ask for your further insights and sharing around the topic.

**Example 2:**

My academic advisor for my thesis, Professor ..., recommended you as a good person to contact regarding the working culture at ABC Company. I am writing to see if you would be willing to meet with me, either in person or by telephone, to discuss your experience at ABC Company and how I may best prepare myself in joining the organization.

## 2. Provide persuasive context



Elaborating on the reason why you are asking the favour of their time and attention allows the contact to know what to expect when they meet you and convince themselves that their time will be well spent.

**Example:**

As a native Balinese with a passion for computer science, my dream has always been to help my community to improve their standard of living through the application of technology. To this end, I have majored in Computer Science at Udayana University and I'm now ready to begin exploring working opportunities. Based on your progressive and innovative tech infrastructure, I believe I can learn extensively from your company and apply my skills to make an impact in people's lives. I'd highly appreciate it if you would be willing to spare some time to share insights on your company and how I may be able to join your mission.

## 3. Thank the recipient



Your closing paragraph should express your gratitude for their consideration of your request and let them know how they can reach you.

## 4. Proofread before you send



Grammatical or spelling errors may distract the reader from your message. You must ensure that your tone and language are professional, as it is a business correspondence.

## 5. Use a professional email address



While this may seem trivial, many fresh graduates often overlook this point. Your email address and profile are the first things that the contact will see to identify you. Use professional email addresses, ideally comprised of your first and last name.

## 6. Don't be discouraged if you receive no response



Many professionals today tend to be inundated with emails and they are often reluctant to prioritize networking emails. If you do not receive an initial response, it is perfectly fine to send a follow-up via email, telephone call or LinkedIn message.

You may not always reach your intended person on the first try, however, remember that **persistence and congeniality go a long way.**

# **Networks Etiquettes : Tips to Maximize Your Network**

## **1. Do it now**

A lot of people neglect to build their networks until they're desperate, such as when they have lost their job or they're looking for a career change. When it comes to networking, it pays to be proactive. Since you never know when you might need it, it makes sense to have an active career network, even if you don't need it today.

## **2. Do your research**

Going to events, conferences, and meetings doesn't just mean being present. If you know certain people who are attending or speaking at an event whom you know you'll be interested in meeting, then you should do research on them ahead of time. When you do your homework, you can skip the small talk and get right into the meaningful conversation you're looking for in the first place.

## **3. Create a strong impression**

In addition to coming prepared with questions for other people, prepare to answer the questions they'll ask you. Practice your elevator pitch, as well as answering questions about your career goals. Keep a copy of your resume with you just in case a networking encounter leads to deeper possibilities.

## **4. Don't let shyness stand in your way**

Regardless of your being introverted or extroverted, meeting new people is indeed nerve-wrecking. But having the confidence to approach people and join in on conversations has a lot to do with simply being prepared. Approach every event you attend with a game plan, starting with knowing who you want to talk with and why. Then, challenge yourself to connect with each of them. People really are willing to talk to you, especially if you're the first one to say hello.

## **5. Let exploring for advice and information be your focus**

Many people use networking as an opportunity to hard-sell themselves. You should be using networking to make new connections and leave great impressions on those contacts. Stealing the spotlight to talk about all the amazing things you've done is not how you connect with someone -- save that for your job interview.

## **6. Keep up with your personal brand**

Don't think that networking will stop when the conversation ends. It's inevitable that your new connections will look you up online to know who you really are. They might check your social media profiles, or even Google you. And when they do, you'll want to have an active, interesting, and thoughtful online presence for them to browse.

That's why, in addition to regularly seeking out new connections, it's also important that you continuously develop your personal brand online.

## **7. Send thank-you notes**

After a networking session ends, remember to ask for their contact information. This way you can show your appreciation by sending thank-you notes as a follow up to informational interviews and career fairs. Doing so not only shows your courtesy but will also create a favorable impression for the employer and may lead to future opportunities.

## **8. Keep your network alive**

Networking is an ongoing process that will take time and nurturing. This means keeping in touch with established contacts, constantly reaching out to new ones, and becomes an integral part in your career success.

## **9. Quality over quantity**

How valuable your contacts are is more important than the number of connections you have. The right connections can help you get inside information on a company, refer you for a job, or provide career advice. Even if you have known a lot of people, at the end of the day the depth of relationship and trust between you are the ones that matter.

## **10. Don't be afraid to ask for help**

Networking is not a place for you to ask people to get you a job. However, do ask them for possible leads, other people they know that you might add to your network, and any advice or other information you seek.

# **Thank-You Email Sample**

**Generally, a thank-you letter can be broken down into 3 components:**

1. Reminder of the meeting (date, place, the advice)
2. An explanation/evidence of how their help has made an improvement on your mindset/career
3. Promise to provide update some time in the future.

### **Example:**

Dear Mr/Ms/...,

Thank you for spending time with me last Tuesday to discuss your career and the field of data science.

I was extremely appreciative of the experience you've shared on how to land a job in this field. Your description of your duties helped to clarify the distinction between the many fields of IT and each role expectations. I also appreciated your tips on entering into this field, and will plan to follow up immediately with the contact names you shared with me.

Again, thank you for your assistance. I thoroughly enjoyed our visit, and will keep you posted on my progress.

Sincerely, ...