

# ALICIA NASYWAA HISYAM

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## SUMMARY

An analytical and results-driven Information Systems student with a strong aptitude for leveraging data and technology to optimize processes and drive digital growth. Proficient in **data analysis** (SQL), **business process modeling**, and foundational web technologies (HTML, CSS). Experienced in leading teams to achieve performance targets and facilitating **stakeholder communication** between technical and business teams. Eager to apply problem-solving skills to analyze business needs and execute data-informed strategies in a Business Analyst or Digital Marketing role.

## EDUCATIONAL BACKGROUND

**BINUS University** *September 2023 – Present*

*Information System Undergraduate, (GPA : 3,86/4,00)*

- The program covers business processes and enterprise systems (ERP), database management and data analytics, as well as software and systems development. The curriculum also emphasizes professional skills such as communication, leadership, design thinking, and project management, equipping students to bridge technology with business needs.

**SMAN 11 Tangerang Selatan**

*July 2020 – June 2023*

*Science Major*

## WORK EXPERIENCES

**BINUS University**

*Information Systems Laboratory Teaching Assistant*

*December 2024 – Present*

- Instructed and evaluated over **100+ students** across 4 classes in UX research design and Oracle database fundamentals (ERD, SQL, relational concepts).
- Graded assignments and provided feedback on design and database projects.

*Marketing Team Supervisor*

*June 2024 – June 2025*

- Supervised a team of **10 education counselors** to organize and execute key marketing events, including Open Houses that attracted over **200+ attendees**
- Supervised team operations to achieve a milestone of **500+ application forms sold** in a single year, while successfully maintaining a high level of prospective student satisfaction.
- Performed **data analysis** on campaign metrics to derive actionable insights, presenting findings to management (**stakeholder communication**) to guide future digital strategies and operational improvements.

*Education Counselor*

*May 2023 – June 2024*

- Guided over **250+ prospective students** through the university admissions process, ensuring a smooth and informed journey.
- Managed a pipeline of **100+ students** leads using **Salesforce (CRM)**, streamlining follow-up communications and maintaining data accuracy.

**PT. Greatwall Drilling Asia Pacific**

*Operations Intern*

*July 2025 – August 2025*

- Developed the company's corporate website using HTML and CSS, significantly improving its online presence and accessibility.
- Designed and customized over **5 critical print formats** in ERPNext with HTML & CSS, improving document workflow efficiency for the operations team.

## ORGANIZATIONAL EXPERIENCES

**Student Support Office, BINUS University**

*Freshmen Partner*

*September 2024 – August 2025*

- Providing ongoing support and mentorship to freshmen students during their first two semesters to help them navigate university life.
- Being available to address questions and concerns, offering a friendly and approachable support system.

*Freshmen Leader*

*July 2024 – August 2024*

- Guided freshmen students of Binusian 2028 to adapt to campus life and develop a strong connection with the university community.
- Facilitated orientation programs to ensure freshmen understand academic and extracurricular opportunities.

## ACHIEVEMENTS

- **Mentor for SASC Scholarship Program**, BINUS University *February 2025*
- **Excellent Academic Achievement in 2025**, BINUS University *June 2025*
- **Dedicated Lab Assistant**, BINUS University *September 2025*

## VOLUNTEERING EXPERIENCE

**Volunteering at Depo Daur Ulang Tzu Chi**, Tangerang *March 2024*

- Volunteered in waste sorting activities, separating materials into categories such as recyclables and non-recyclables to promote sustainable practices.

## CERTIFICATION

**SAP Fundamental using SAP S/4HANA**, BINUS University *August 2025*

- Gained hands-on experience in SAP Fundamentals using SAP S/4HANA, learning core business processes and system functionalities.

**Digital Marketing Fundamental**, Google

*September 2025*

- Google Certified digital marketing professional skilled in multi-channel strategies (SEO, SEM, Content) and using Google Analytics to analyze performance and drive business growth.

**SEO Toolkit Crash Course**, Semrush Academy

*September 2025*

- Gained practical experience in keyword research, competitor analysis, and foundational technical site auditing using the SEMrush platform.

## SKILLS

**Language** : Indonesian (Native Proficiency), English (Working Proficiency)

**Programming and Query Language** : Java, SQL, HTML, CSS, and JavaScript

**Version Control Software** : Git and GitHub

**Software Skills** : Microsoft Office (Excel, Word, PowerPoint), Visual Paradigm, Visual Studio Code, Draw io, Eclipse, Salesforce, ERPNext, SAP Fiori, CapCut, Google Analytics, Google Search Console, and Figma

**Soft Skills** : Communication, Teamwork, Problem Solving, Creative, Leadership, and Time Management