

Ambitious second-year Informatics student specializing in AI, web design, and information management. Passionate about leveraging technology to drive innovation and enhance user experiences. Seeking internship opportunities in roles that utilize my skills in web design, AI, and information management, with a keen interest in digital marketing and social media management.

WORK EXPERIENCES

- Library Assistant (Part Time)  
Adam Kurniawan Library – North Cikarang, West Java

September 2023 – March 2024

  - Attended the circulation desk using the automated system to check out, renew, and return library books, and register new patrons.
  - Recorded incoming books, entered data into the inventory, and updated the library database.
- Telemarketing (Part Time)  
Marketing Office at President University – North Cikarang, West Java

May 2024 – present

  - Managed phone inquiries, conducted daily follow-ups with 50+ prospective students, updating the database accordingly.
  - Provided information both online and offline regarding products, enrollment, teaching processes, payments, and programs.
  - Followed up with event participants and assisted on-site visitors with inquiries.
- Private Teacher (Freelance)  
Self-employed – North Cikarang, West Java

June 2024 – present

  - Provided one-on-one tutoring for elementary school students, focusing on core subjects including math, science, and English.
  - Developed customized lesson plans to meet the individual needs and learning styles of each student.

EDUCATION

- Bachelor of Informatics  
President University – North Cikarang, West Java

September 2022 – present

  - Cumulative GPA: 3.77/4.00
- Science Program  
Lentera Harapan Palopo High School – Palopo City, South Sulawesi

July 2019 – June 2022

  - Cumulative GPA: 3.64/4.00

ORGANIZATION / ACTIVITIES

- Staff of Initiative Product Marketing – AIESEC in PU

February 2023 – January 2024

  - Executed product planning (Local Project, AIESEC Future Leaders, Outgoing Global Exchange) both digitally and non-digitally (print media, social media, open booth, etc.)
  - Created approximately 3+ contents for each product, conducted brand awareness, and promotion
  - Analyzed customer preferences regarding the product for product development
  - Provided product & brand knowledge to prospective customers and markets
- Local Commission Vice President of Marketing – AIESEC in PU

February 2024 – present

  - Developed marketing strategies for each product and successfully executed them with over 70% effectiveness.
  - Achieved more than 44% total sign-ups above the target for the AIESEC Future Leader product.
  - Conducted regular trend analysis, market research, and social media performance analysis.
  - Created content calendars for each product, generating 12+ pieces of content per product and 2 organizational branding contents weekly.
  - Expanded market reach to 4 additional universities in the Cikarang-Bekasi area.
- Head of Marketing Division – Join AIESEC x Youth Today

2023

  - Developed marketing strategies for each product and successfully executed them with over 80% efficiency.
  - Achieved 65.71% higher sign-ups for Join AIESEC than the target.
  - Created a content calendar and produced 15+ social media contents, conducted over 5 physical marketing activities (open booths and class-to-class).
  - Compiled and prepared the final report on marketing activities.

- Publication and Documentation Committee – Caraku Fair

2023

- Created all necessary designs for the program division and other related divisions.
- Prepared media used, including Zoom and OBS, and served as multimedia on the event day.
- Awarded as the best committee member at the Caraku Fair.

ACHIEVEMENTS

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<b>1st Winner of Video Learning Competition (VLC)</b> – by Pertamina University	2023
● Developed video concept, edited video, and wrote script on Utilization of Corn Cob Adsorbent.	
<b>The Winner of Junior Song Theme Competition</b> – by Dian Harapan and Lentera Harapan School	2022
● Contributed ideas for creating, composing, and arranging the theme song.	
<b>3rd Winner of ITEBA Math Competition</b> – by Batam Institute of Technology	2023
● Analyzed data and information, and visualized it into an engaging and easy-to-understand infographic poster.	

SKILLS

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<b>Hard-skill</b>	Microsoft Office, Excel, Canva, Figma, Power BI, HTML & CSS, MySQL, Digital Marketing, Video Editing, and Copywriting
<b>Soft-skill</b>	Leadership, Critical Thinking, Creative, Problem-solving, Fast-learner, Time Management, Public Speaking, and Team-work
<b>Languages</b>	Fluent in written and oral communication: Indonesian and English

PROJECTS

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<b>Patients Medical Record Application:</b>	Developed a web-based platform for efficient and secure management of patient records, enhancing integration with EHR systems.
<b>HAI-Chatbot as The Medical Chatbot:</b>	Created HAI-Chatbot using BERT for mental health support with 87% accuracy in intent classification, offering a confidential platform for user interactions.
<b>ToneTune AI Project:</b>	Built an AI-powered music discovery system using NLP for personalized playlists based on user mood and genre preferences.