Muhammad Al Terra
Master's Student, ISOM — University of Florida

alterramuhammad@ufl.edu
linkedin.com/in/muhammad-al-terra-b87a891a0/

EDUCATION

- **University of Florida** — Gainesville, FL
  M.S. in Information Systems & Operations Management; GPA: 4.0/4.0 — *Expected May 2026*

- **Institut Teknologi Bandung** — Bandung, Indonesia
  B.S. in Computer Science; GPA: 3.5/4.0 — *2022*

RESEARCH EXPERIENCE

- **Graduate Projects** — University of Florida
  Independent — *2024–2025*
  - **Zenspo**: Developed an AI-driven platform to test engagement strategies (hashtags, comment type, timing, toxicity) and correlate them with growth across digital communities; awarded $2,500 Luby Grant and incubated at Gator Hatchery.
  - **Intelligator.AI**: Built a search tool for international students that filters internships/jobs by visa sponsorship requirements; piloted within the UF AIS community.

- **Undergraduate Research** — Institut Teknologi Bandung
  Independent — *2020–2022*
  - **Undergraduate Thesis (2022)**: Literature review, comparative analysis, and systematic design of an e-marketplace enabling instructors to create webstores for distance learning. *Title: E-Marketplace for Distance Learning (PEMBANGUNAN E-MARKETPLACE UNTUK WEBSTORE EDUKASI JARAK JAUH).*
  - **Cryptography Toy Research**: Proposed a toy block cipher (*PlayUnfair*) using dynamically generated S-boxes with extended Playfair substitution; evaluated via avalanche effect and ciphertext distribution.
  - **Algorithms Project**: Implemented a divide-and-conquer convex hull on the MQL5 platform, demonstrating algorithmic design in applied trading settings.

PROFESSIONAL EXPERIENCE

- **Teaching Assistant — ISM6259 (Business Programming)** — University of Florida
  Department of Information Systems & Operations Management — *2025–Present*
  - **Student Support**: Guided students in assignments and conceptual understanding; reinforced structured problem-solving skills.
  - **Evaluation**: Developed solutions and evaluated systematic approaches to operational problems.
  - **Reporting**: Produced reports identifying trends and challenges to support course improvements.

- **Digital Marketing Specialist** — Borobudur Training & Consulting
  Bandung, Indonesia — *2023–2024*
  - **Early Zenspo Prototype**: Initiated an early version of *Zenspo* to test engagement heuristics; built a primitive AI comment generator to observe follower growth effects.

- **Software Engineering Roles** — Various
  Engineer — *2022–2023*
  - **Samsung Research**: Reverse-engineered TrinoDB modules; implemented new query functions in an opaque codebase.
  - **DurianPay**: Designed controlled A/B experiments isolating engagement variables for marketing outcomes.
  - **ForexIMF**: Identified critical mismatches between requirements and system logic; influenced redesign to align implementation with specifications.

HONORS & AWARDS

- **Superior Achievement Award (UF ISOM)** GPA distinction (4.0/4.0).
- **Alpha Iota Delta Honor Society** International honor society for top Operations & IS students.
- **L3Harris ISOM Forum Scholar** Merit-based scholarship for academic excellence and leadership potential.
- **UF AIS Case Competition** 1st place (out of 10 teams).
- **University Athletic Association Case Competition** Top 4 (out of 30 teams).
- **LPDP Scholar (Indonesia)** Fully funded national merit scholarship.
- **Luby Microgrant Award** $2,500 for *Zenspo*, incubated at Gator Hatchery.