Derren Winata

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Education

National University of Singapore, Singapore, SG   Aug '22 - Present
Bachelor of Science, Data Science and Analytics
Coursework: Data Structures and Algorithms, Probability, Data Analytics Tools, Linear Algebra, Calculus, Programming Methodology (Python)

Experience

Firsty.app, Singapore   May '25 - Jun'25
Client Development Intern
- Designed and automated a LinkedIn lead generation tool, streamlining outreach and improving prospect engagement efficiency.
- Conducted market analysis to identify 300+ APAC companies based on ICP criteria, strengthening strategic targeting.
- Built and managed a LinkedIn SDR account, developing a client-focused sales funnel that combined cold outreach, prospecting, and pitching.

Medisaya, Singapore   Feb '25 - Jun '25
Software Developer
- Developed Python-based web scrapers to extract 50k+ data records from multiple health and location sources, reducing manual data collection time by 70%.
- Structured and cleaned datasets to support analytics, revealing key location-based trends and regulatory insights.
- Built and maintained scalable APIs using Django REST Framework, centralizing health data for secure access and integration.
- Implemented robust data handling, storage, and processing mechanisms with a focus on security and privacy of sensitive medical information.
- Collaborated with the AI/ML team to integrate AI-driven features such as voice-activated commands and advanced data analytics.
- Conducted regular code reviews, testing, and troubleshooting to ensure high-quality deliverables.

Marina Bay Sands, Singapore   May '24 - Dec '24
eCommerce Analytics Implementation Intern
- Automated a critical stakeholder report using Python and Power Automate, reducing preparation time from 1 hour to 10 minutes (~83% faster) and enabling quicker decision-making.
- Led the full rollout of a new website Data Layer, from defining event tracking requirements to testing and launch, which improved overall data accuracy to 98%.
- Configured and optimized tracking in Tealium IQ, working closely with engineers and external vendors to increase the reliability of captured data by 20%.
- Analyzed website traffic and marketing campaign performance data, providing recommendations that lifted conversion rates by 15%.
- Partnered with the Performance Marketing team to design and monitor A/B tests, leading to a 10% improvement in campaign return on investment (ROI).

Skills

Programming Language: Python, Java, R, MySQL, HTML, CSS, React
Data Analytics: Data Collection, Processing and Analysis; A/B Testing; KPI Optimization
Tools & Technologies: Tealium IQ, Tableau, SQL, Excel, Web Scraping (BeautifulSoup, Selenium, Requests)
Languages: Fluent in English and Bahasa Indonesia; Limited working proficiency in Chinese