

WILDAN ARSTHASYA PUTRA BUDI

UNDERGRADUATE STUDENT IN DIGITAL BUSINESS

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PROFILE SUMMARY

I, am a Digital Business undergraduate student at Universitas Negeri Surabaya. Possesses a diverse range of experiences within the business, coupled with a certification as a digital media planner. Capable of rapid adaptation and responsive decision-making, supported by a proficient management team. Demonstrates a strong aspiration for collaboration and innovation.

EDUCATION

Universitas Negeri Surabaya - Surabaya Undegraduate Student in Digital Business	Agu 2022 - expected 2026
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- GPA 3,76/4,00

WORKING EXPERIENCE

GFH's Shop	Agu 2023 - Present
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Owner

- Become the main actor in a business that involves serving customers, marketing, and editing
- Has completed more than 150 transactions with a sales turnover of more than 15 million rupiah

Banana Crisp	Nov 2024 - Present
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Owner

- Become the owner of the business that involves managing supply chain, editing, serving customer, and marketing
- Successfully reduced Cost of Goods Sold (COGS) and increased profit margins by 35%

Universitas Negeri Surabaya	Oct 2023 - Jan 2024
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Assistant for Basic Information Technology Courses

- Providing assistance to 1st semester students such as conducting teaching and providing exam guidance
- Participate in assisting lecturers in assessing 1st semester student exam results

ORGANIZATION EXPERIENCE

Ideal.ind	Jan 2024 -Apr 2024
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Staff of Graphic Design

- Became a designer and editor creating Instagram feeds, stories and Instagram reels for the Instagram account @ideal.ind and has completed more than 10 designs
- Became the selection team for the next batch of ideal staff recruitment

Digcofest Unesa	Nov 2023 - Jan 2024
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Coordinator of Assessment Division

- Supervise and control the performance of staff from the assessment division and increase staff efficiency and effectiveness
- Completed assessments of more than 700 teams which included Business cases and Business plans

National Startup Competition 2023	May 2023 - Nov 2023
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Expert Staff of Graphic Design

- Became deputy coordinator by helping supervise and coordinate staff
- Became a leader in meetings for planning to increase effectiveness and completed design goals
- Has completed more than 15 designs to accommodate event needs

Management Business Competition

Mar 2023 – May 2023

Coordinator of Design, Decoration, and Documentation

- Supervise and coordinate all design, decoration and documentation staff.
- Become the lead designer of Instagram @MBION and finished more than 50 design

Sustainable Business Pitch Competition

Nov 2022 – Mar 2023

Staff of Secretary and Assessment Division Staff

- Create letters related to invitations and other administrative needs
- Carry out assessments of competition participants

PROJECTS

Stuneguard Application - XML, Java

2024

- Developed a stunting prevention application aimed at reducing stunting rates in Indonesia by providing nutritional information and facilitating weekly weight tracking.
- Designed the app to promote awareness and encourage healthy growth through accessible and actionable insights for users.

Website Development - Wordpress

2023

Bawibox Food n Beverage

- Designed and developed a company profile website for Bawibox restaurant to showcase their products and enhance their online presence.
- Implemented SEO optimization strategies to achieve top search engine rankings, driving increased visibility and customer engagement.

Redesigned UI Maxim - Figma

2023

- Redesigned the Maxim app's driver account creation process to enhance user experience and strengthen security measures.
- Focused on creating a more intuitive and secure interface, improving usability and trust for Maxim users.

VOLUNTEER EXPERIENCE

Dare To Dream Local Project, AIESEC UI

2023

Participant

Receive training in child psychology, children's journaling, and other training. Implement the results of the training by teaching directly at Muhammadiyah 1 Depok Elementary School. Teaching students about Sustainable Development Goals and Well Being

COMPETITION EXPERIENCE

Sustainable Business Pitch Competition - Business Plan

3rd Place Winner

Participating in a business plan competition and developing a comprehensive business plan for an environmentally-focused company, including marketing strategy, Business Model Canvas (BMC) creation, and financial planning.

Digcofest - Business Plan

Finalist

Participating in a business plan competition and developing a business plan for a culture-focused company dedicated to preserving and promoting Indonesia's rich cultural heritage. The plan includes marketing strategy, Business Model Canvas (BMC) development, user interface (UI) design, and financial planning.

Imbussion - Business Case

SemiFinalist

Achieved semi-finalist status in a business case competition aimed at enhancing and promoting the Lokalate product, with a strong focus on detailed marketing planning.

SKILLS

- **Soft Skills:** Team Management, Problem Solving, Critical Thinking
- **Hard Skills:** Microsoft Word, Microsoft Power Point, Adobe Premiere Pro, Canva, Adobe Photoshop, Adobe After Effect, XML, Figma
- **Certification:** Digital Marketing Planner Certification by BNSP
- **Achievements:** 3rd place in the international business pitch competition and 2nd place in the district level robotics competition