

# 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** Agu 2022 - expected 2026  
**Undegraduate Student in Digital Business**

- GPA 3,76/4,00

### WORKING EXPERIENCE

**GFH's Shop** Agu 2023 - Present  
**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  
**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  
**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  
**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  
**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  
**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

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### Stuntguard 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

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### 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

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### 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

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- **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