



# GRACE NATHANIA

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<https://gracenathh.github.io/gracenathh/>

## EDUCATION

July 2019 - Present

**Monash University Malaysia**

Bachelor of Computer Science in Advanced Computer Science with minor in Data Science. Achieved a Weighted Average Mark (WAM) of 76.2% and a CGPA of 3.62/4.00.

October 2018 - June 2019

**Monash University Malaysia**

Diploma of Higher Education Studies in Computer Science, which is equivalent to Year 1 Undergraduate. Achieved a Weighted Average Mark (WAM) of 79.6% and a CGPA of 3.77/4.00.

July 2015 - June 2018

**SMA K 1 BPK Penabur Bandung, Indonesia**

Majoring in science. Achieved SMA3 UAN of 84.13/100.

## TECHNICAL SKILLS

**Programming Languages** Python 3, R, (No)SQL, Java (beginner), C++ (beginner), HTML/CSS (beginner)

**Others** Tableau, MongoDB, Apache Spark, Apache Kafka, Lucidchart, Canva, Microsoft Office Suite, Oracle, SAP (beginner)

## WORKING EXPERIENCES

**2021 November/present - SOCAR Mobility Asia | Business Intelligence Marketing Analyst**

- Manage and improve customer funnel (acquisition and retention) by analysing and giving insight
- Use data science to help Marketing and Tech team to create, produce and implement creative digital marketing campaigns and strategies such as customer segmentation
- Support BI and CRM team with seasonal and promotional promo plans, CRM activities, and marketing performance across multiple communication channels

**2021 March/2021 May - The Malaysian SOCIAL Project | Project Consultant**

A management consulting apprenticeship under the guidance of BCG consultant in helping to solve business problem for a non-profit client advocating on Data-Centric Digital Rights (DCDR), to create a sustainable crowdfunding system. Working in a team of 5 to:

- Identify key issue through Situation, Complication, Question (SCQ) framework, issue and hypothesis tree
- Gather, interpret, and analyse information to test hypotheses in correlation with the current situation and future recommendations
- Develop strategic and data-driven recommendations to collect donation (technical) and create donors (marketing) in the form of presentation slides and crowdfunding guidance booklet

**2020 December/2021 February - Photobook Worldwide | Product Analyst Intern**

Interning under Product Technology department with daily responsibilities to:

- Develop new ideas and features for website/mobile application in a team of 4
- Do market research on market compatibility
- Internal data analysis and visualisation

**2019 November/2020 February - Accenture Indonesia | Data Analyst - Management Consulting Intern**

Interning for Enterprise Resource Planning (ERP) project in telecommunication company and is assigned under Data Migration - Procurement and Logistics (PRL) team. Helping the project with Python 3, Microsoft Excel, and gaining knowledge about SAP S/4HANA and ARIS Express with daily responsibilities as follow:

- Data cleaning and analysis
- Data migration to SAP database
- Process Definition Documents (PDD) generation and update

## KEY COURSE - RELATED PROJECTS

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2021	<b>Final Year Project   AI-assisted Online Psychotherapy Portal</b> <ul style="list-style-type: none"><li>• Project involved creating a web application for psychotherapists to identify, tag and compile all the data generated from the psychotherapy sessions: video clips, metadata of video, descriptions of patients, detected facial expressions in videos and other related data.</li><li>• In charge of Deep Learning network and quality assurance.</li><li>• Project is done in a team of 4.</li></ul> Project of Deep Learning part is done with Python 3, Tensorflow. Grade: High Distinction
2021	<b>Big Data Streaming Application for StopFire Campaign</b> <ul style="list-style-type: none"><li>• Project involved Exploratory Data Analysis (EDA), data migration to NoSQL Database, and creating a complete setup from streaming to storing and analysing the data.</li></ul> Project is completed on MongoDB, Apache Kafka, and Apache Spark Streaming, Jupyter Notebook using Python 3. Grade: High Distinction
2020	<b>Data Warehouse System for Food Business company</b> <ul style="list-style-type: none"><li>• Project involved exploring the operational database (creating E/R diagram and database cleaning), designing and implementing the data warehouse system, and creating business intelligence (BI) reports.</li></ul> Project is completed on Oracle's SQL Developer, data modeler, and Microsoft Office. Project is done in a group of 3. Grade: High Distinction

Other interesting projects are available to be seen [here](#).

## LEADERSHIP ROLES

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### **AIESEC in Malaysia | Partnership Management**

**2021 August/present - International Relations Specialist for Incoming Professional Internship Program**

Ensuring clear and smooth communication between Entity - Entity partnership to support operation throughout Malaysia, monitoring and managing Entity - Entity performance to improve and upscale the performance.

### **AIESEC in Sunway, Malaysia | Youth Experience**

**2020 February/2021 February - Director of Consideration for outgoing Global Volunteer (oGV)**

Leading a team of 5 in daily operations such as checking and tracking customers' database, liaising with other departments, analysing customers' needs, contacting potential customers, developing and implementing physical and virtual marketing strategies or brand advocacy campaigns.

**2019 March/2020 January - Senior Executive for outgoing Global Volunteer (oGV)**

Getting in touch with customers (youths interested in volunteering abroad) to promote AIESEC's product (Global Volunteer) and recommend projects to customers but not limited to being a part of logistics departments for Global Village event, a PIC of physical booth and a proxy of Director of Attractions.

### **Indonesian Students Association (PPI) | Publicity**

**2019 August/2021 January - Social Media Manager**

Doing digital marketing, creating content, and managing social media to introduce and popularise the association to public.

## ACHIEVEMENTS AND AWARDS

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### **2021 - Mondelez Leading Edge Business Challenge**

- A virtual championship across South East Asia held by Mondelez International
  - Developed a website prototype called Mondelez LOKAL, a direct B2B platform with the aim of bridging the gap between small online businesses involved in the gifting industry and Mondelez International
- Award: Country Championship Semi-finalist for Malaysia and Singapore Market