



# HANUM ANISA RAHMA

*Portfolio*

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# ABOUT ME

I am Hanum Anisa Rahma, a student majoring in Information Systems within Data Science concentration at President University.

I have a passion for the world of business, product, and data. With experience in data analysis, business development, and HR recruitment, I enjoy turning insights into impactful strategies that drive growth and innovation.



# EDUCATION

## 2020 - 2023



### **SMA NEGERI 1 KROYA**

Mathematics and Science  
Grade: 92/100

#### **Achievement**

- 1st place in Science (MIPA) 2023
- 1st place in Pencak Silat Seni Tunggal Putri Padjadjaran Banyumas 2021
- 3rd place in the Festival Pencak Silat Kodim Banyumas in 2020

## 2023 - PRESENT



### **PRESIDENT UNIVERSITY**

Information System  
GPA: 3.93/4.00

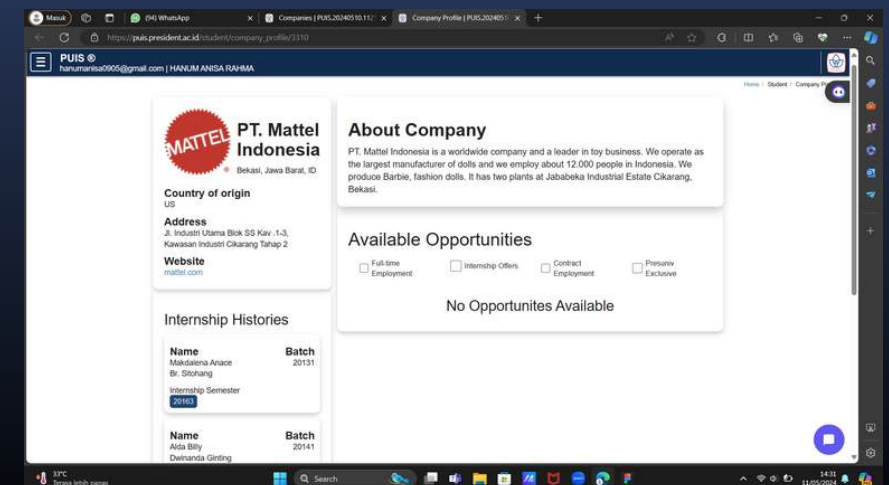
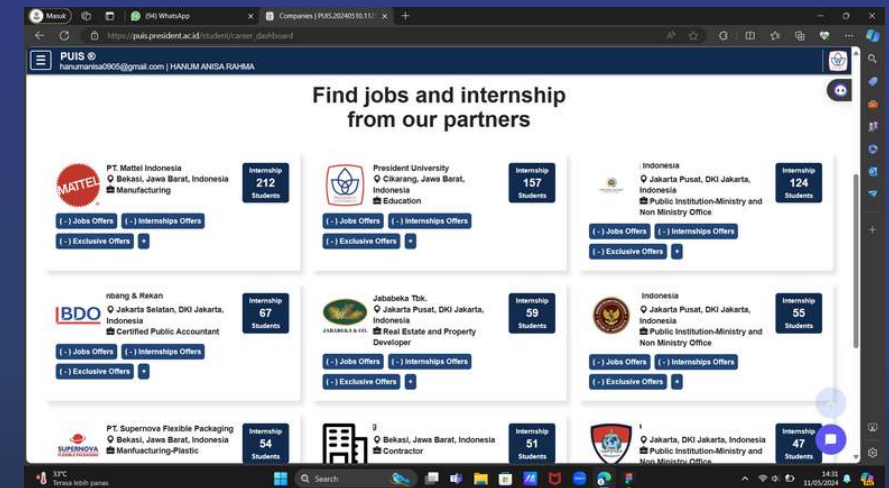
#### **Achievement**

- Awardee JABABEKA Scholarship 2023
- 1st Place of CSGO 2024 Badminton Competition
- 1st Place of PUSH CUP 2024 Badminton Competition

# EXPERIENCES

## Data Analyst Internship President University

- Implemented advanced data cleansing techniques to eliminate redundancies in corporate data.
- Classified and implemented a system to categorize 1,200+ parent companies and 1,500+ subsidiaries, resulting in a 35% reduction in data search time and a 25% increase in reporting accuracy.
- Conducted comprehensive analysis, including calculating and creating 1,500++ company profiles.
- Updated and improved the Career Dashboard on the PUIS website, resulting in a 30% increase in student satisfaction and a 20% increase in data accuracy and accessibility.





This dashboard is designed to monitor and track data on students participating in the internship program in 2022. Through this dashboard, users can see information related to the number of students who are interning, the location of the company, the number of majors.

This dashboard aims to make it easier for the campus to monitor student internship progress in real-time and support data-based decision making.

## Internship Company Dashboard

**Student**  
1,337

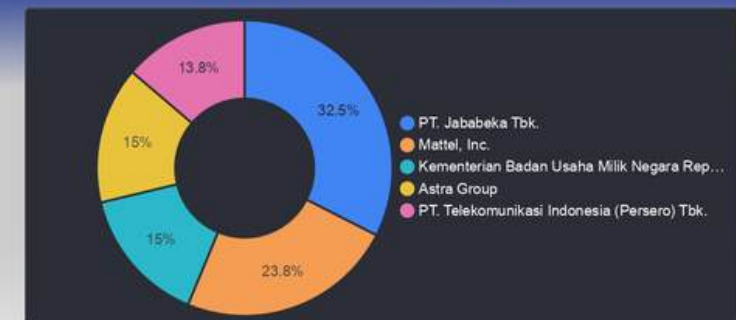
**Company**  
785

**Major**  
17

Company



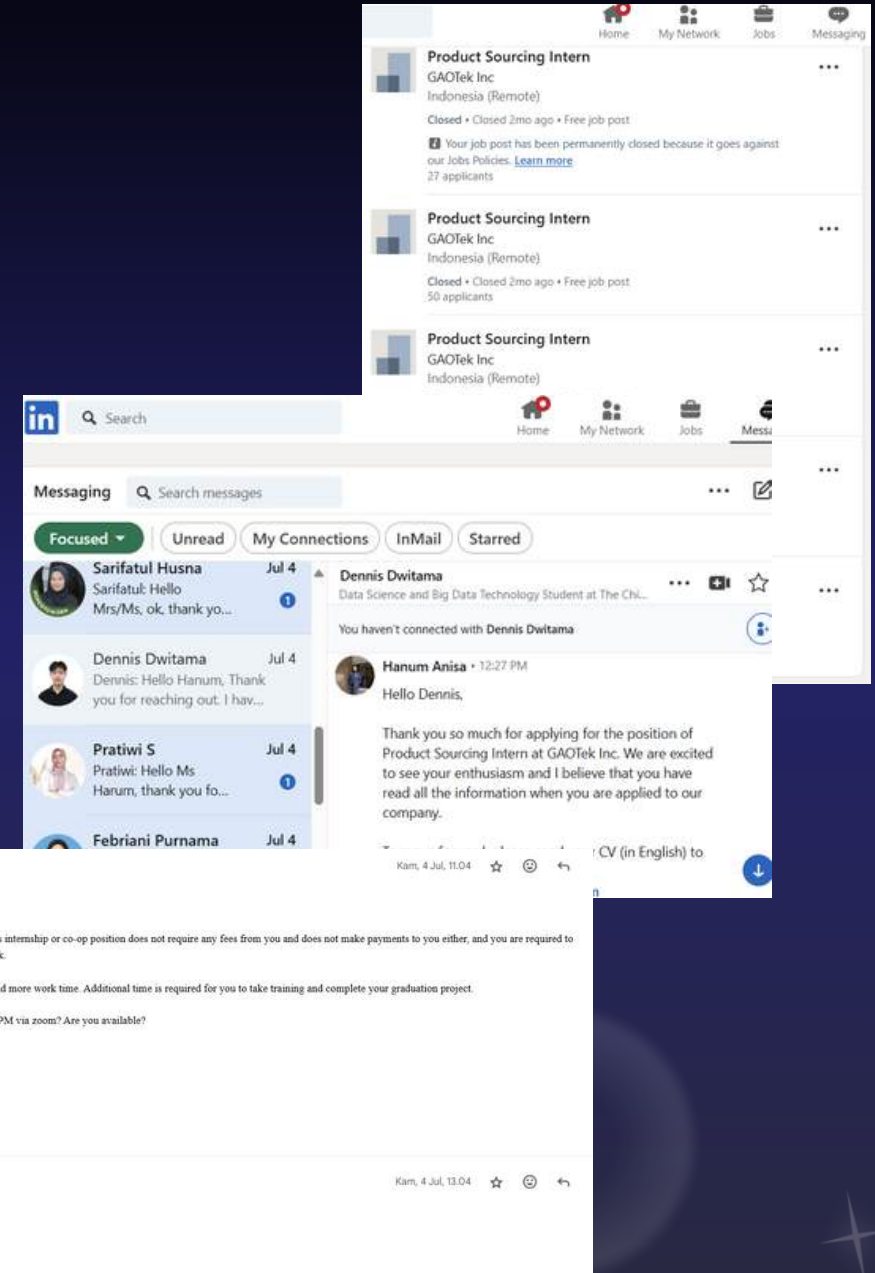
Parent Company



# Human Resource Internship

## GAOTek.Inc

- Screened and recruited over 50+ qualified potential candidates
- Scheduled candidates and conducted first round interviews via zoom conversation for candidate across 3+ roles



# Business Development Internship

## ScaleUpUKM

- Conducted proactive outreach, engaging with 30+ SMEs and distributors, increasing lead conversion by 20%.
- Designed, drafted, and presented 3+ comprehensive business proposals tailored to client needs.
- Developed and maintained a database of 20+ SMEs and business partners, improving outreach efficiency by 35%.
- Implemented agile methodologies, reducing response time for client inquiries by 30%.



Proposal: [https://www.canva.com/design/DAGX7iUYc4c/qe2mr7zQ6xNp\\_5sBLNFp-Q/edit?utm\\_content=DAGX7iUYc4c&utm\\_campaign=designshare&utm\\_medium=link2&utm\\_source=sharebutton](https://www.canva.com/design/DAGX7iUYc4c/qe2mr7zQ6xNp_5sBLNFp-Q/edit?utm_content=DAGX7iUYc4c&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)

# Agiled Methodology

The screenshot shows the 'Create Contact' form in the ScaleUp CRM. The form includes fields for First Name (Bunga Pepaya), Last Name (Last Name), Role (Client), Contact Email (hanumanisa0905@gmail.com), Account (Bunga Pepaya), Choose Sales Agent (Hanum (YOU)), Next Follow Up (Yes), and Last Contacted. There are also tabs for Address, Occupation & Legal, Contact & Social, Note & Tags, Custom Fields, and Other. The Address Line 1 is filled with 'Rukan Food Street Sedayu City Unit SCBRF 16 - 17, Caturang Bar., Kec. Caturang'.

The screenshot shows the 'Accounts' table in the ScaleUp CRM. The table has columns for Name, Website, Email, Tags, Sales Agent, and Created At. The data is as follows:

Name	Website	Email	Tags	Sales Agent	Created At
Bunga Pepaya	http://www.bungapepaya.com/	Not Specified	Not Specified	Hanum	21-03-2025
Kopi Wangsa Bogor	Not Specified	Not Specified	coffee shop	Amer	12-03-2025
Kopitiam Serasa	Not Specified	Not Specified	coffee shop	Amer	12-03-2025
Aranya coffee and forest	Not Specified	Not Specified	Coff	Amer	12-03-2025
CIL SPACE	Not Specified	Not Specified	coffee and space	Amer	12-03-2025
Penalama Coffe Surya Kencana	Not Specified	Not Specified	coffee shop	Amer	12-03-2025

**About Us**

PT. Blio Iwasa Indah adalah perusahaan yang bergerak di industri air minum dalam kemasan dengan merek dagang "Blio". Berdiri sejak tahun 2020, kami berkomitmen untuk menyediakan air minum berkualitas tinggi yang menjamin kebersihan dan keamanan bagi konsumen.

Sumber air mineral kami berasal dari pegunungan alami Cihambali, memastikan setiap tetes air Blio memiliki kesegaran dan kemurnian yang autentik. Dengan standar produksi terbaik, Blio hadir untuk mendukung kebutuhan hidrasi sehat Anda setiap hari.

**BLIO WATER**

## Proactive Outreach

## Proposal

The screenshot shows a WhatsApp chat conversation with a contact named Wizzmie. The chat history includes a message from Wizzmie dated January 8, 2025, stating: "Selamat pagi, Bapak/Ibu. Saya Hanum dari tim Scale-up UKM, Saya ingin memperkenalkan Blio Air Mineral, perusahaan air mineral berstandar tinggi. Apakah benar ini dengan Restaurant Wizzmie Ampera? Kami sedang membuka peluang kerja sama dengan UMKM dan pelaku bisnis sebagai distributor Blio. Distributor akan mendapatkan keuntungan dari penjualan Blio Water serta bonus pemasaran, termasuk free landing page website selama 3 bulan. Jika Bapak/Ibu tertarik, kami bisa menjelaskan lebih detail." The response from the contact is: "Terima kasih telah menghubungi CS WIZZMIE AMPERA. Silakan beri tahu apa yang dapat kami bantu." The chat also shows a status bar at the top with the time 7:46 and battery level 59%.



# CAMPUS INVOLVEMENT

## PUMA Information System Sport Division

- Organizing sports competition events
- Running various sports activities carried out

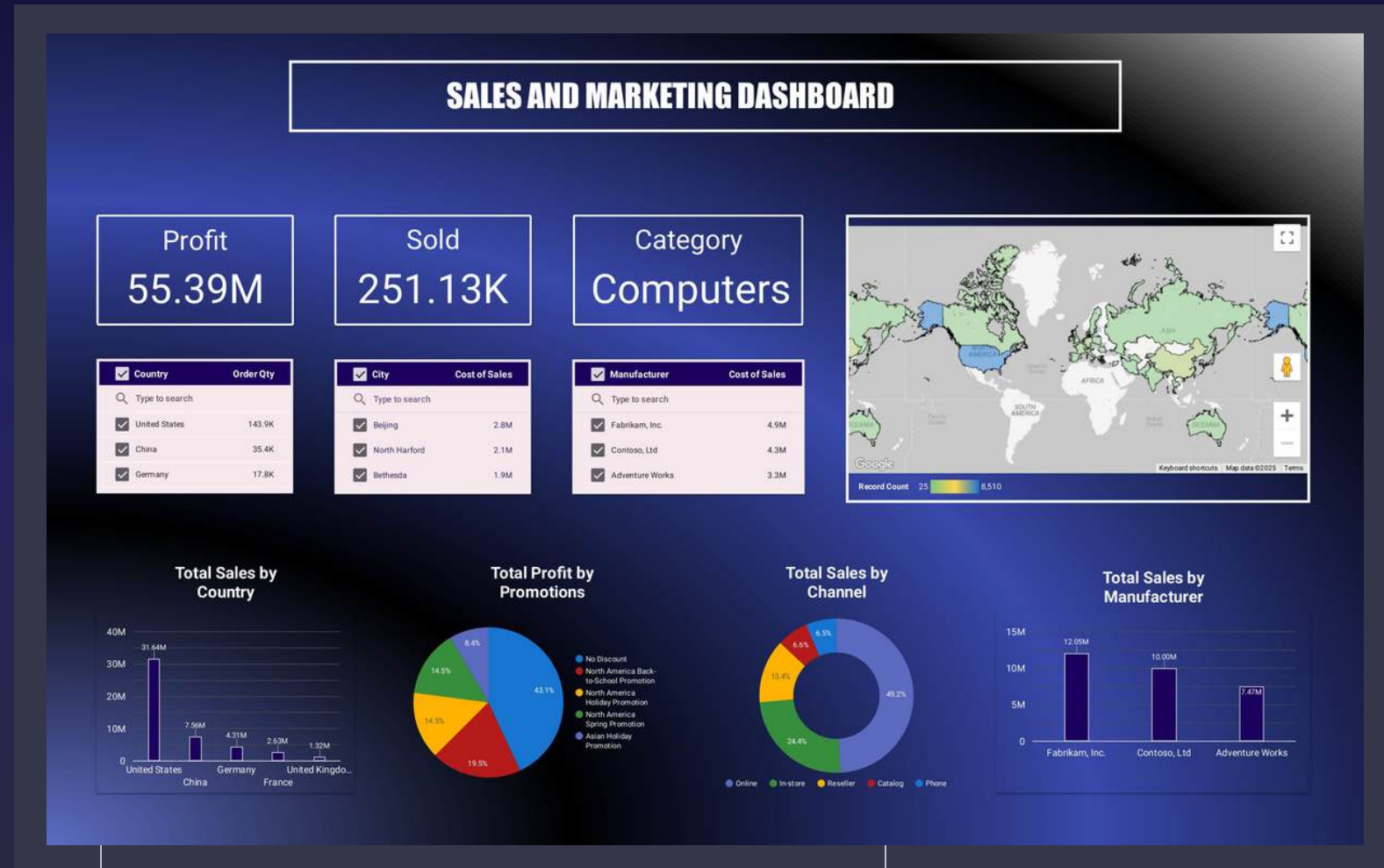


# PROJECT

## Sales and Marketing Dashboard

This dashboard presents a summary of company sales performance through key metrics such as total profit, total units sold, top product categories, sales by country, profit by promotion, sales by channel, and sales by manufacturer.

It helps monitor sales trends, promotion effectiveness, and channel contributions in real-time.



# PUMA IS APPS

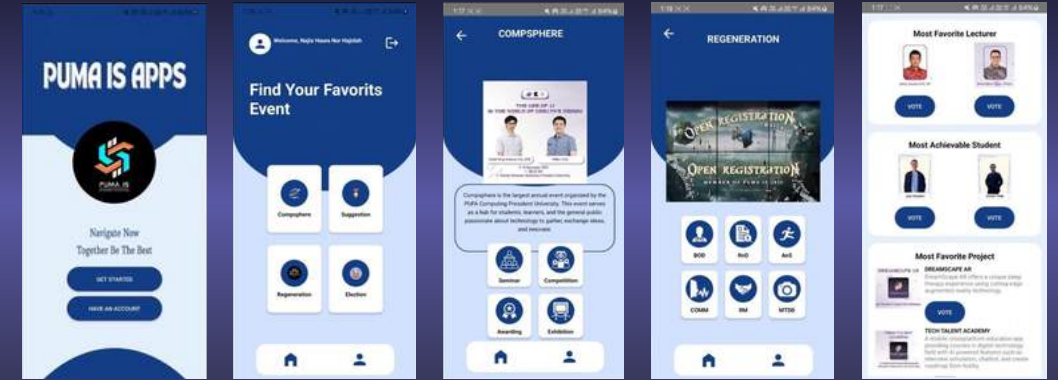
PUMA IS APPS is a dedicated application for Information System students at President University, serving as a centralized platform for information distribution, documentation, and communication of student activities.

This application consists of a User Page for students and an Admin Page for PUMA IS committee members, equipped with features such as event announcements, membership registration, voting, and a feedback system to support active engagement and centralized information management.

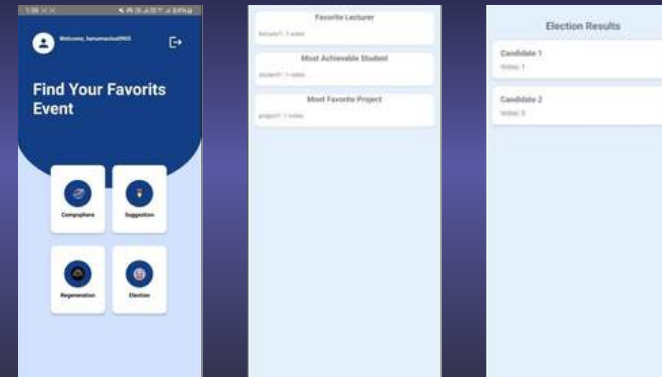
**FIND HERE:**

**<https://github.com/hanumanisa/organization-apps-ktc>**

## User Page



## Admin Page





# SKILLS

## Hard Skills

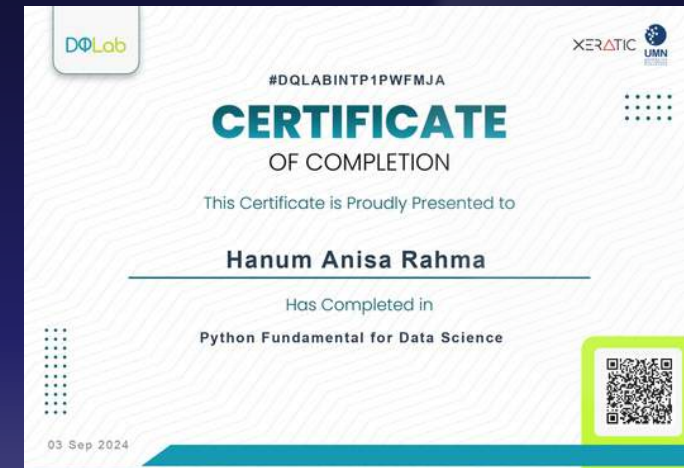


## Personal Skills

- Leadership
- Teamwork
- Critical Thinking
- Problem Solving



# CERTIFICATIONS



# THANK YOU

## Contact Me



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hanumanisa0905@gmail.com



<https://www.linkedin.com/in/hanumanisa>

