



# HANUM ANISA RAHMA

## *Portfolio*

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<Data Enthusiast>



# ABOUT ME

Highly motivated Information Systems student with a concentration in Data Science, passionate about business, product, and data-driven decision-making. Experienced in **Data Analyst**, Business Development, and HR Recruitment, with a strong track record of transforming insights into actionable strategies that drive growth and innovation. Proven **leadership, communication, and teamwork** skills through active involvement in student organizations, committees, and social projects. Dedicated to **data visualization, project management**, and continuous learning to deliver impactful outcomes. Actively engaged in organizational roles and **volunteering in 5+ committees** to develop both technical and soft skills.



# 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

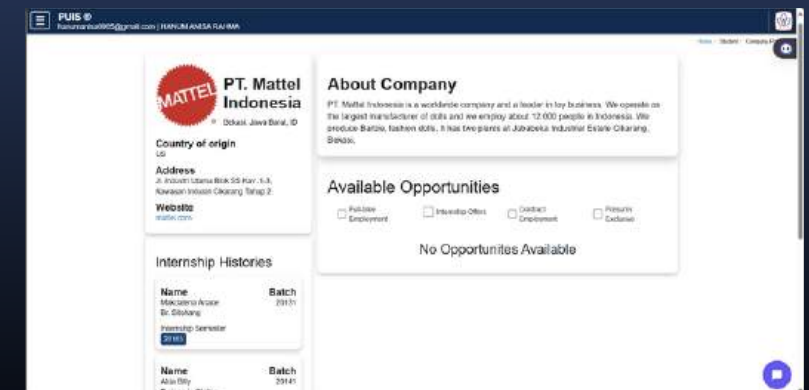
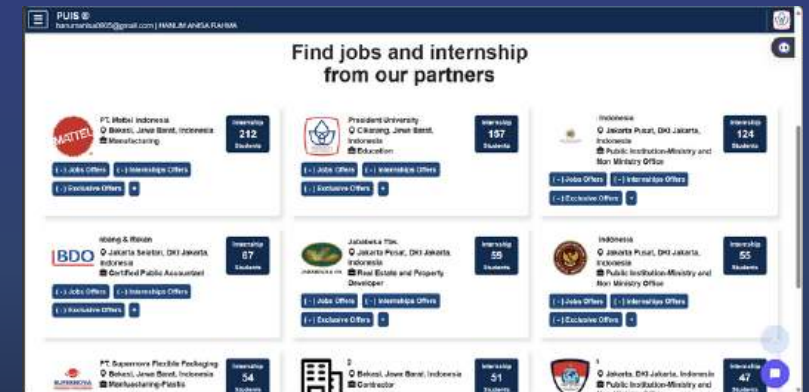


## Data Analyst Internship President University

I work with **student and company internship data**, analyzing and visualizing it to **improve access and decision-making for internship opportunities**.

### What have I done?

- Analyzed and cleaned student and company internship records to ensure accurate, reliable data.
- Categorized **1,200+ parent companies** and **1,500+ subsidiaries** to streamline data search and internship matching.
- Updated and enhanced the **Career Dashboard** on the PUIS website, leading to a **30% increase in student satisfaction** and a **20% improvement in data accuracy and accessibility**.
- Developed an **Internship Monitoring Dashboard** to **track real-time data on student internships**, including participant numbers, company name, and majors — supporting students to find relevant opportunities and for the campus to track internship distribution.

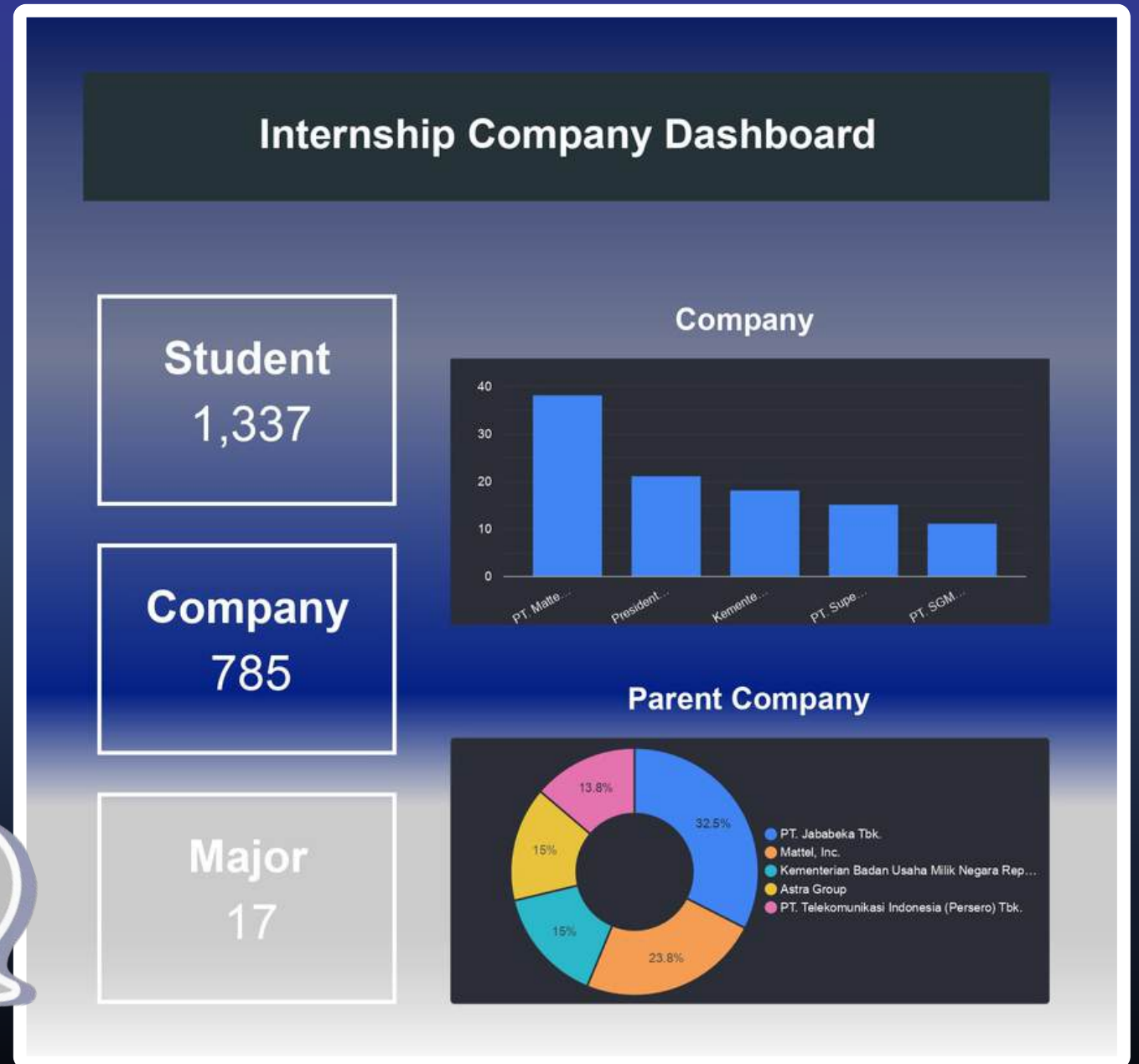




## What am I working on?

- Enhancing the dashboard with real-time student internship progress tracking.
- Developing features to recommend internship opportunities based on student records and company categories.
- Automating data classification for faster, scalable internship data management.

## Let's Connect!





# Human Resource Internship

## GAOTek.Inc

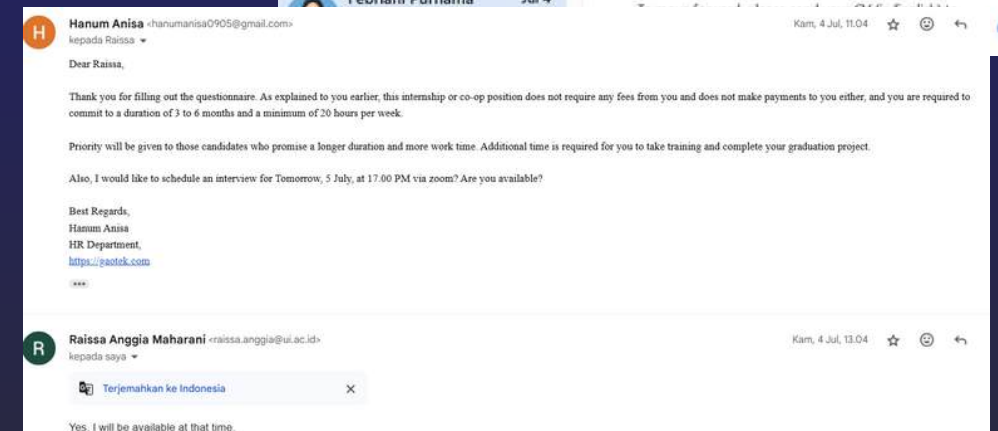
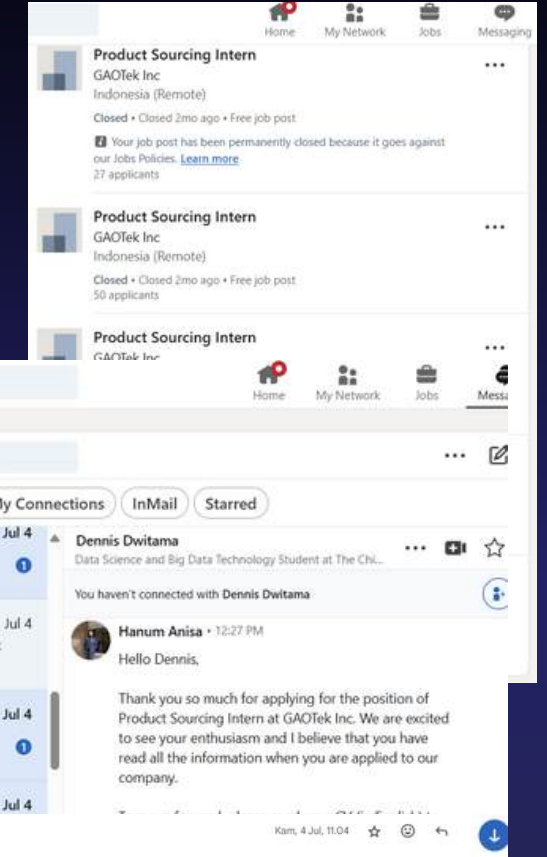
I work with candidate recruitment data, **managing end-to-end selection processes** from candidate screening to interview scheduling, to support efficient and effective talent acquisition.

### What have I done?

- Screened and recruited **50+ qualified potential candidates** for various roles.
- Scheduled and conducted **first-round interviews** via Zoom for candidates across **3+ different positions**.
- Coordinated **interview schedules** and **maintained candidate records** to streamline the recruitment process.

### What am I working on?

- Improving candidate tracking and selection documentation for faster recruitment reporting.
- Assisting in refining the recruitment pipeline to enhance candidate experience and placement efficiency.





# Business Development Internship

## ScaleUpUKM

I work with **SME and distributor business data**, focusing on **lead generation, business proposal development, and optimizing outreach strategies** to drive client engagement and business growth.

### What have I done?

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

### What am I working on?

- Expanding the business partner database and lead generation pipeline.
- Enhancing proposal templates and presentation decks to improve client conversion rates.
- Analyzing outreach data to optimize engagement strategies and identify new market opportunities.



**Proposal: [Click In Here](#)**

# 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 (Lead, Client, Prospect), 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 field contains the text: Rukan Food Street Sedayu City Unit SCBRF 16 - 17, Cakung Bar., Kec. Cakung.

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	coffe shop	Amer	12-03-2025
Kopitiam Serasa	Not Specified	Not Specified	coffe shop	Amer	12-03-2025
Aranya coffee and forest	Not Specified	Not Specified	coffe	Amer	12-03-2025
CIL SPACE	Not Specified	Not Specified	coffe and space	Amer	12-03-2025
Penalama Coffe Surya Kencana	Not Specified	Not Specified	coffe shop	Amer	12-03-2025

**About Us**

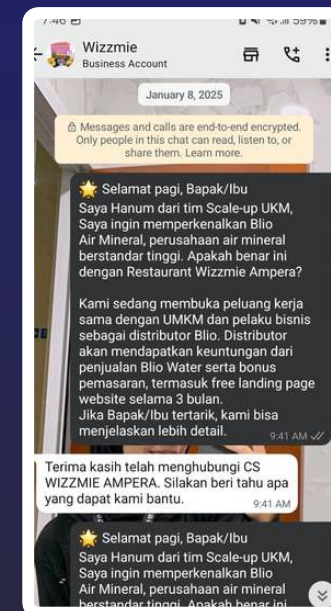
PT. Blio Iwasa Indah adalah perusahaan yang bergerak di industri air minum dalam kemasan dengan merek dagang "Blio". Berdiri sejak tahun 2020, kami berkomitmen untuk menyediakan air minum berkualitas tinggi yang menjamin kebersihan dan keamanan bagi konsumen.

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**

## Proposal

## Proactive Outreach





# ORGANIZATIONAL

## PUMA Information System

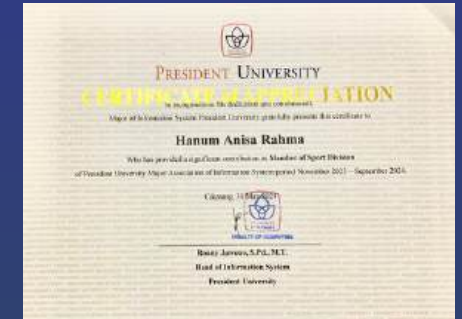
I actively contributed to **student event management and committee coordination**, focusing on **fundraising, sports events, and program scheduling**.

### What have I done?

- Served as **PIC Fundraising and Food & Beverage**, successfully raising **IDR 1,500,000** to support event operations.
- Managed and coordinated the **Swimming event**, ensuring smooth execution with **8+ participants**.
- Created and executed a detailed **4-day event rundown**, ensuring the program ran smoothly from start to finish.



Member of Art & Sport Division



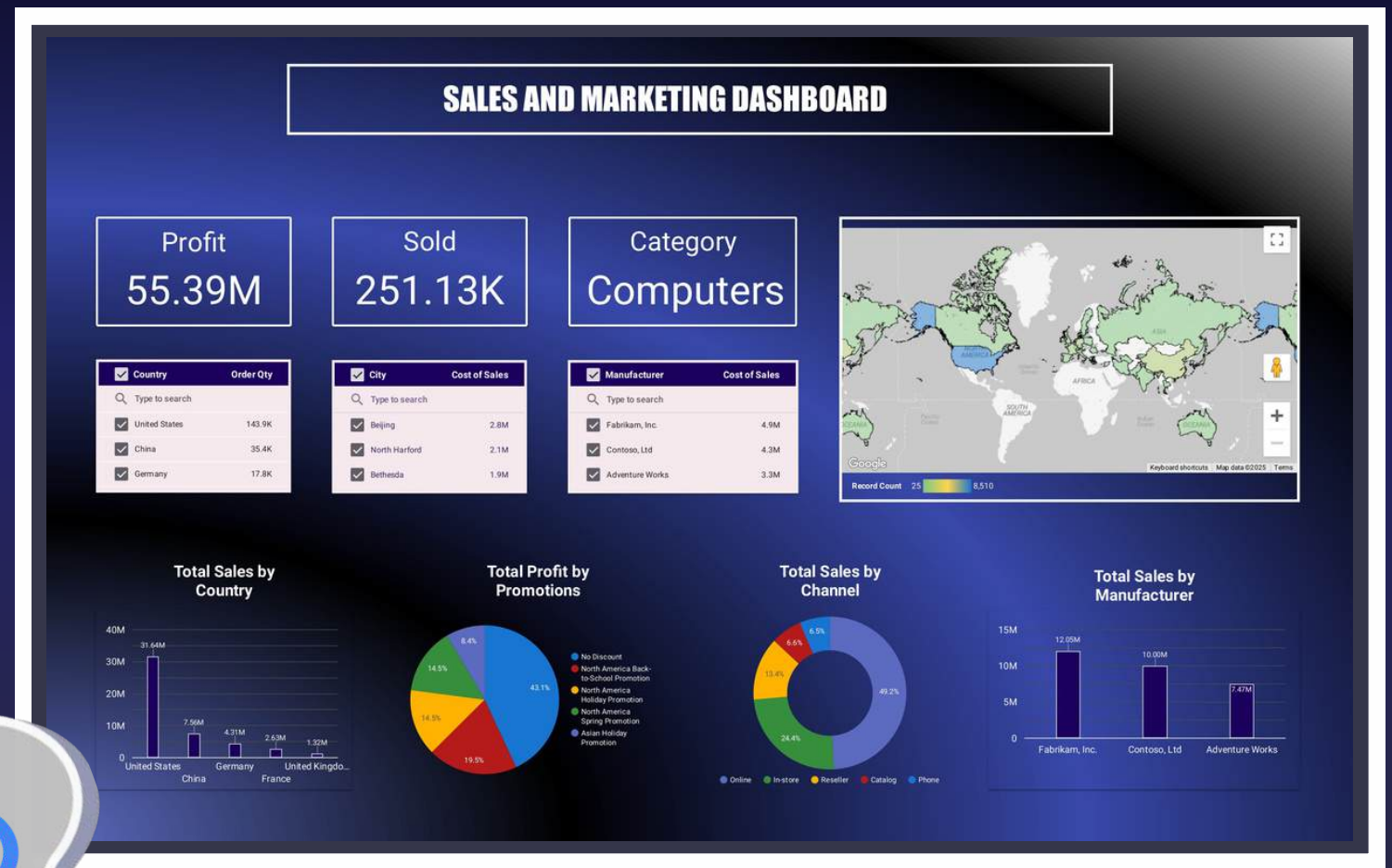
# PROJECT

## 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.

Dashboard: [Click In Here](#)



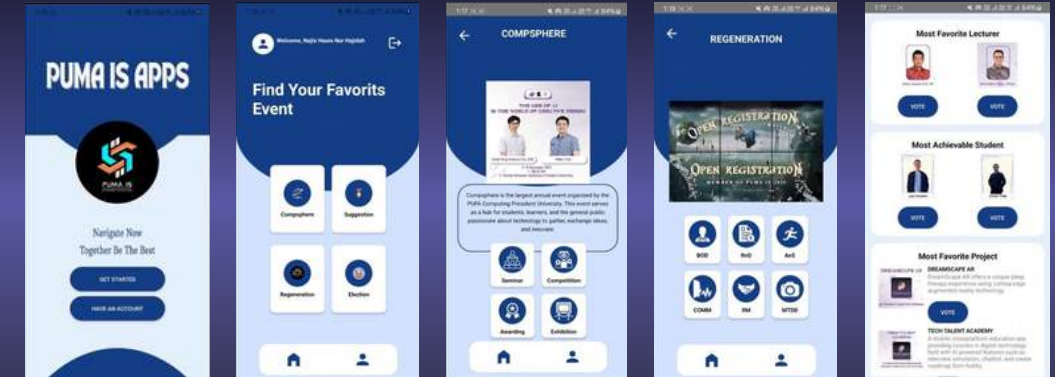
# PUMA IS APPS

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.**

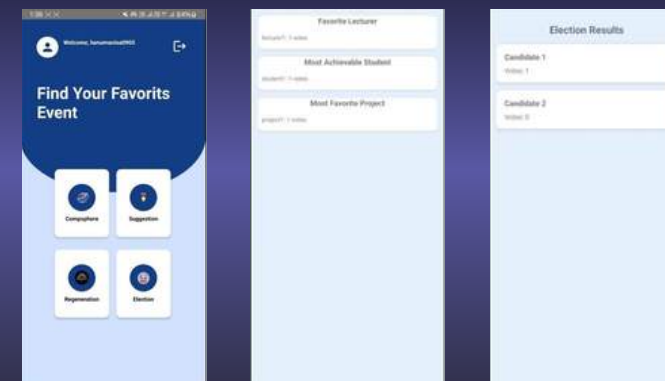
This application consists of a User Page for students and an Admin Page for PUMA IS committee members, equipped with features such as **event announcements, membership registration, voting, and a feedback system** to support active engagement and centralized information management.

**Application: [Click In Here](#)**  
**User Guide: [Click In Here](#)**

## User Page



## Admin Page



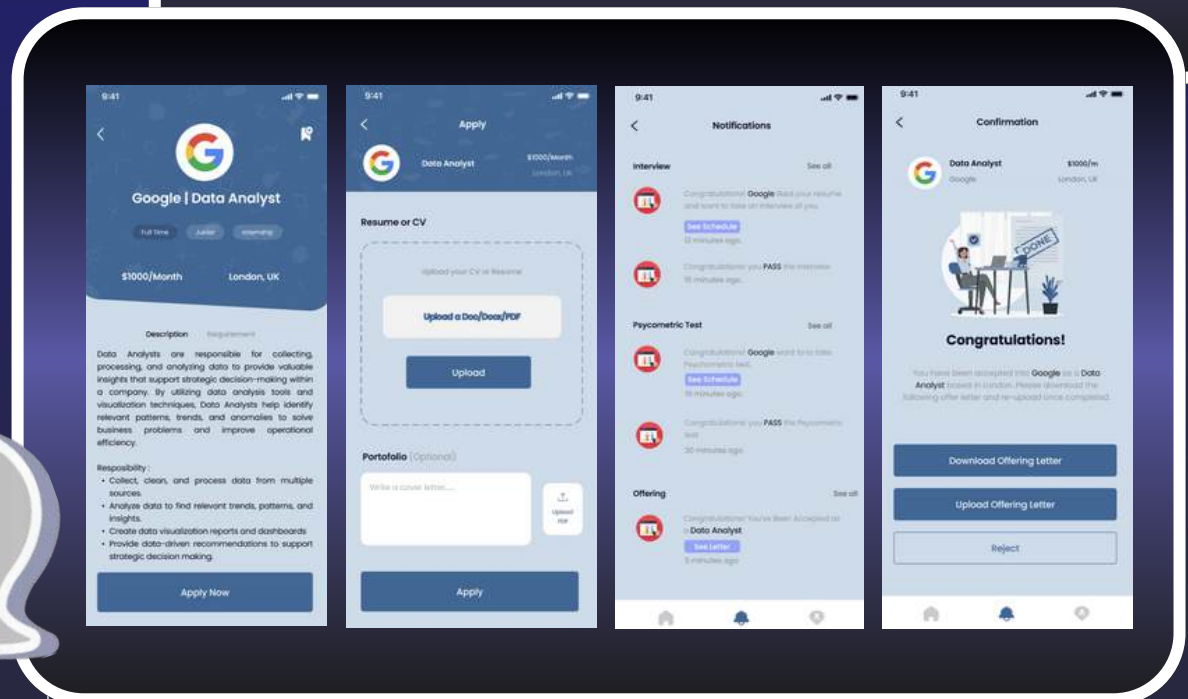
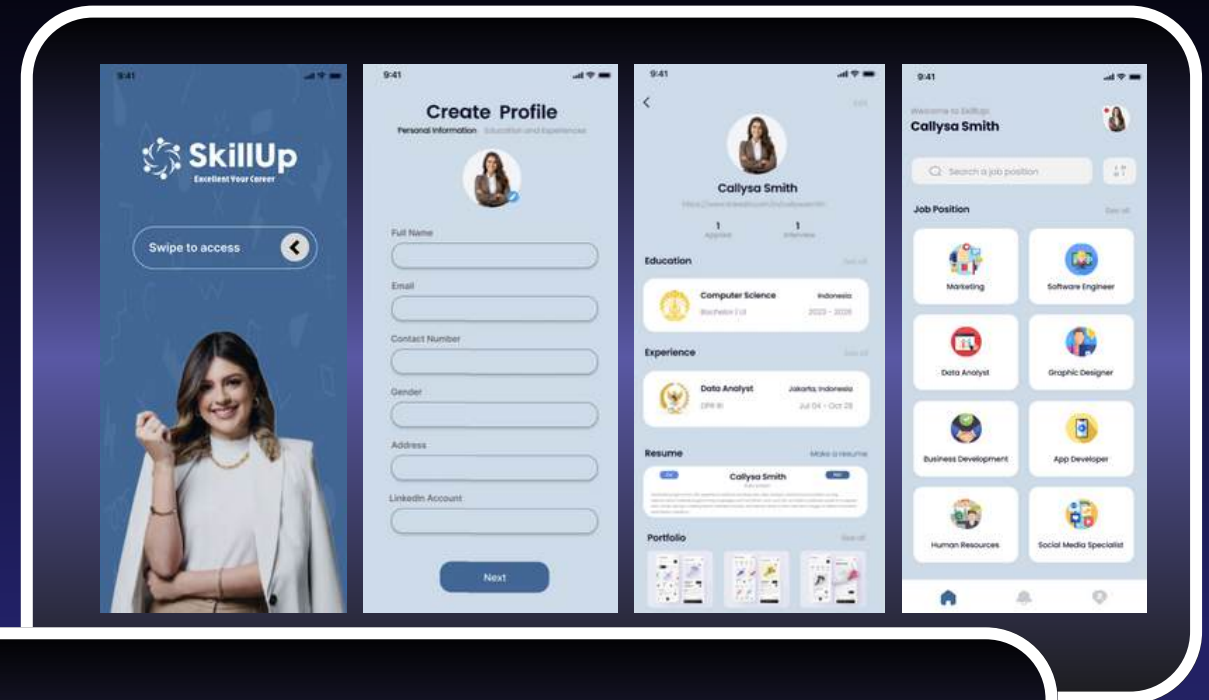


# SkillUp Apps

**SkillUp** is a **job seeker application** designed to streamline the job search process for users. It serves as a centralized platform where job seekers can **apply for positions, receive interview schedules, take psychological tests, and view job offers.**

This application consists of a User Page for job seekers and an Admin Page for platform administrators. The admin manages job listings, application records, interview schedules, test results, and offer letters — ensuring a seamless experience for both candidates and hiring teams.

**UI/UX Design: [Click In Here](#)**





# AcadeMinds Web

**AcadeMinds** is an integrated website designed to assist students and academic staff by providing **intelligent recommendations and performance insights** to support effective learning and teaching activities.

This system consists of a Dashboard Page displaying four key prediction modules and an Admin Page for managing data and monitoring system performance.

## Key Features:

- **Instructor Performance Prediction**
- **Course Recommendation**
- **Student Learning Style**
- **Semester Course Recommendation**

AcadeMinds implements various **Machine Learning models** tailored to each feature. This Website aims to enhance the **decision-making process in academic planning** and **improve the overall learning experience through data-driven predictions**.

**Website:** [Click In Here](#)

**User Guide:** [Click In Here](#)



# SKILLS

## ✓ Programming Language

Python (Libraries: Numpy, Pandas, Matplotlib, Scikit-learn), Java, PHP, JavaScript, SQL (MySQL, PostgreSQL).

## ✓ Visualization Tools

Microsoft Excel, PowerBI, Google Looker Studio, Google Sheets, Figma, Android Studio.



# CERTIFICATIONS



# THANK YOU

## Contact Me



+62 882 - 2763 - 8640



hanumanisa0905@gmail.com



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

