

Jessica Tasyanita

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I am a fast-learner who have critical thinking and passionate to learn something new. I have a great interest in Data Science and Digital Marketing and looking for a chance to improve my skills.

EDUCATION

Sepuluh Nopember Institute of Technology(ITS)

Undergraduate of Informatics Engineering

2019 – Present

Current GPA: 3.87

- Fundamental Programming Teaching Assistant

WORK EXPERIENCE

Grab

08/2021 – Present

Software Engineer Intern

- Front end web developer for Zeus Merchant Portal

Aksel (Reformly Tutee.id)

Digital Marketing Intern

10/2020 – 03/2021

- Managed SEO for Tutee.id website (Copywriting, Analytics, Optimization)
- Managed Email Marketing
- Managed Social Media for Advertisement and Optimization
- Increased 40.28% direct user acquisition and 36.01% organic search
- Increased 62.86% page views

ORGANIZATIONAL EXPERIENCE

AIESEC in Surabaya

Information Management of Public Relation Information Management

01/2021 – Present

- Social Media Content Management
- Managed Internal and External Newsletter
- Content Writer Specialist

StudentsxCEOs League

04/2021 – 08/2021

Head of Social Media Specialist

- Managed StudentsxCEOs League Social Media (instagram, linkedin, facebook, tiktok)
- Increased more than 500% engagement rate for Instagram

Schematics ITS

Expert Staff Content Creator of Public Relation

04/2021 – Present

- Content Concept Creator
- Managed Content for Tiktok

PROFESSIONAL SKILLS

Technical Skills

- Data Science
- SQL
- HTML&CSS
- Microsoft Office
- Digital Marketing
- Google Analytics
- Social Media Ads

Soft Skills

- Critical Thinking
- Leadership
- Public Relation
- Adaptive
- Passionate to learn new things
- Communication

Language

- Bahasa Indonesia (Native)
- English (Working Proficiency)