Jovianne Tjiunardi
Business Analyst & Content Strategist

Singapore based & Open to Travel • jovianne.tjiunardi7@gmail.com • +65 88164185 •
www.linkedin.com/in/jovianne-tjiunardi-232835171

Objective

Data-driven Business Analyst and Content Strategist with 3+ years of experience bridging the gap between creative vision and technical execution. Proven track record of scaling digital audiences by 1,000% through algorithmic analysis and optimising business workflows using Agile methodologies. Expert in translating complex stakeholder requirements into actionable technical documentation (ERD, UAT). Passionate about leveraging data visualisation and low-code development to drive measurable ROI for global brands.

Core Competencies

- Analysis & Strategy: User Acceptance Testing (UAT), Requirements Gathering, SWOT Analysis, Market Segmentation, ROI Forecasting, Data Visualisation.
- Project Management: Agile & Scrum Methodologies, JIRA, Trello, Miro, Asana, Stakeholder Management, SDLC (Software Development Life Cycle).
- Technical & Design: SQL (Basic), PHPStorm, Python, Canva (Advanced), Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro), Figma, HTML/CSS.
- Digital Marketing: SEO/SEM, Google Analytics 4 (GA4), HubSpot, Mailchimp, Social Media Algorithms (TikTok/Instagram), A/B Testing.
- Languages: English (Fluent), Mandarin (Intermediate)

Experience

Business Analyst & Project Coordinator | Australia
Realign Your Life
June 2025 – Nov 2025

- Spearheaded the end-to-end digital transformation of a professional coaching platform, delivering a fully functional client portal and admin backend within a 6-month timeline.
- Facilitated requirements gathering workshops with stakeholders to define business objectives, translating abstract needs into detailed User Stories and technical specifications on JIRA.
- Designed comprehensive Entity Relationship Diagrams (ERD) and system architecture maps using LucidChart, reducing database redundancy by 20%.
- Led the Quality Assurance (QA) phase by writing 50+ rigorous Test Cases and conducting User Acceptance Testing (UAT), resulting in a zero-critical-bug launch.
- Authored a 30-page user manual and conducted training sessions, empowering the client to manage the CMS independently and reducing post-launch support tickets by 40%.

Digital Content Creator
TikTok | Instagram | YouTube Shorts
2023 – Present

- Engineered a viral content strategy by analysing TikTok's "Photo Mode" algorithm, resulting in 1,000+ organic follower growth in under 30 days.
- Achieved a consistently high viral hit rate (1 in every 4 posts) by leveraging predictive trend analysis and consumer psychology.

- Partnered with local F&B businesses to execute influencer campaigns, driving a measurable increase in foot traffic and brand awareness through short-form video storytelling.
- Mastered video post-production (CapCut/Premiere) and scriptwriting to maximise audience retention metrics.

Digital Marketing Analyst
Borderless CS | Melbourne, Victoria
June 2024 - July 2024

- Executed data-driven email marketing campaigns using **HubSpot** and **Mailchimp**, achieving a 25% increase in engagement rates and growing the subscriber base by 20%.
- Conducted deep-dive market research on cybersecurity threats, analysing complex industry reports to identify key consumer pain points.
- Translated technical data (e.g., "$80M losses in BEC fraud") into visually compelling infographics and narratives, directly supporting a 15% increase in market share.
- Optimised campaign performance through A/B testing of subject lines and content layouts, ensuring maximum open rates and click-throughs.

Retail Sales Associate
Universal Store | Melbourne, VIC
Aug 2024 - October 2025

- Analysed daily sales data to optimise Visual Merchandising (VM) displays, contributing to a measurable increase in product visibility and store traffic.
- Consistently exceeded KPIs by achieving a multi-item sales average increase of 0.25 per transaction through consultative selling techniques.
- Managed high-volume inventory levels and coordinated stock logistics in a fast-paced environment serving 150+ daily customers.

Certifications

- **Google Analytics Individual Qualification (GA4)** – Google (2025)
- **Google Ads Search Certification** – Google (2025)
- **Social Media Marketing Professional Certificate** – HubSpot (2025)
- **SEO Fundamentals** – Semrush (2025)

Education

Monash University | Melbourne, Victoria
Bachelor of Business and Bachelor of Information Technology, Business Studies and Business Information Systems

Catholic Junior College | Singapore, Singapore
General Certificate of Education Advanced Level (GCE A-Levels)

Leadership & Community Impact

Event Operations Lead
Monash Residential Services | Melbourne, Victoria
March 2024 - Present
- Orchestrated the end-to-end planning and execution of 10+ major campus events, managing logistics, budgets, and vendor relationships.
- Drove a 20% increase in student engagement year-over-year by implementing data-backed feedback loops to optimise future event strategies.
- Managed cross-functional teams of volunteers, ensuring strict adherence to timelines and safety compliance protocols.

Community Outreach & Engagement Volunteer | Singapore

NUH & TTSH
Dec 2025
- Coordinated Resource Distribution: Executed the logistical distribution of festive care packages (hampers) to 100+ patients across multiple wards, ensuring efficient delivery to high-priority demographics.
- Stakeholder Engagement: Facilitated direct community outreach to vulnerable patient groups, utilising strong interpersonal skills to improve patient morale and emotional well-being during the holiday season.
- Team Collaboration: Partnered with hospital staff and volunteer teams to organise morale-boosting initiatives (caroling), fostering a supportive and positive healthcare environment.

Howitt Open Day Volunteer
Monash University | Melbourne, Victoria
March 2023
- Served as the primary brand touchpoint for over 2,000 prospective stakeholders (students & families) during high-traffic Open Day events.
- Directly contributed to a 10% improvement in student retention/enrollment interest by delivering persuasive, tailored presentations on university value propositions.
- Collaborated with faculty and administration to streamline the visitor journey, ensuring a seamless customer experience (CX) for attendees.

Caulfield and Clayton Monash University Open Day Volunteer
Monash University | Melbourne, Victoria
August 2023 and August 2024
- Played a key role in welcoming over 1,500 prospective students, contributing to a 10% improvement in student retention rates.

Interests
Generative AI tools, Sustainable Fashion Economics , Culinary Photography, Data Visualisation Trends.