

# CHRISTOPHER KEVIN

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## SUMMARY

I'm a Binus University graduate passionate about exploring the synergy between business and data. With a strong foundation in information technology and business analysis, I aim to bridge the gap between strategic decision-making and data-driven insights.

My interest lies in analyzing complex business processes, identifying improvement opportunities, and transforming raw data into meaningful solutions that drive organizational growth. As both an aspiring IT Business Analyst and Data Analyst, I thrive on connecting technical understanding with real business impact.

I'm highly motivated to keep learning about data analytics tools, visualization techniques, and business process optimization. My goal is to contribute to innovative projects where I can help organizations make smarter, data-backed decisions while enhancing their digital transformation journey.

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## WORK EXPERIENCE

### Promotion Team BINUS

June 2023 - June 2024

- Distributed 2,000 promotional materials, achieving a 15% engagement rate during the Campus Promotional Event targeting out-of-town high schools.
- Entered, organized, and validated over 300 prospective student records in Google Sheets with 100% data accuracy, supporting admission analysis for the upcoming student cohort.
- Conducted 270+ follow-up calls with prospective attendees, resulting in a 20% attendance increase for the campus promotional event.
- Played a key role in the Bina Nusantara University Campus Promotional Event as a runner, ensuring smooth floor operations and managing event rundown for 900+ attendees with a 15% conversion rate to new student registrations.
- Contributed to a 100% increase in total student enrollment for the 2023/2024 academic year through effective outreach and event execution.

### Nutrifood Internship

March 2025 - March 2026

- Served as a Business Analyst to ensure all projects met user requirements and supported developers during the development process
  - Ensured on-time delivery of projects within defined scope and timeline, achieving a 95% schedule adherence rate across all assigned tasks.
  - Successfully collaborated on five deployed projects, playing a key role in maintaining core applications to ensure a smooth user experience. All applications were successfully deployed with no significant post-release issues, resulting in a 10-15% improvement in overall user performance and responsiveness.
  - Performed manual testing by test case to validate system performance and ensure 100% functionality of core features with no critical bugs detected prior to release.
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## ORGANIZATION EXPERIENCE

### HIMESISFO (Information Systems Student Association)

November 2022 - January 2024

- Actively participated in 3 major programs including Birthday Party as Support staff, Expo and Welcoming Party as Equipment Manager and SELCAVIS (Candidate Selection) as an Interview.
  - Coordinated a successful event that engaged around 80% of Information Systems students, significantly increasing participation among previously inactive members.
  - Created and executed promotional content for the Birthday Party event, achieving a 10% attendance rate from all Information Systems students.
  - Supported the promotion of the SELCAVIS (Candidate Selection) program by assisting recruitment activities, achieving a 25% registration rate from all active members and resulting in 15% of Information Systems students becoming new organization activists
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## VOLUNTEER EXPERIENCE

- **Pohon Toleransi (Bina Nusantara University)**, Karangayu 01 Elementary School, Semarang, *Fun Learning and Initiative to Promote Religious Diversity and Tolerance.* Taught tolerance-based learning activities to 50+ elementary students, promoting interfaith understanding and respect. as a Teacher December 2023
  - **MELEDUP (Bina Nusantara University)**, Eunike Christian Orphanage, *Tree-Planting Initiatives to Promote Environmental Sustainability.* Facilitated environmental education and tree-planting with 100+ participants, promoting sustainability awareness among students as a Teacher June 2023
  - **GERAM (Bina Nusantara University)**, Sedes Sapientiae Semarang Senior High School, *Campaign Promoter Spearheading an Initiative to Combat Bullying Within the Community.* Led an anti-bullying campaign reaching 200+ students, raising awareness and promoting positive school culture as a Campaign Promoter December 2022
  - **Fun Learning Center (Bina Nusantara University)**, Eunike Christian Orphanage. Assisted in Teaching Activities over 50+ Students. Teacher Februari 2023
  - **Fun Learning Center (Bina Nusantara University)**, Marsudirini Elementary School Semarang. Assisted in Teaching Activities over 50+ Students. Teacher January 2023
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## EDUCATION

Fresh Graduate

Juli 2026 - Present

Bina Nusantara University (Latest GPA:??)

Agustus 2022-Juli 2026

### Specialization

Marketing Intelligence

### Research

- Key Factor of Public Trust in News Dissemination. Journal of Computer Science. **SCIPUB (Science Publication)**
- Bridging Manual Craftmanship and Digital Interaction : Designing Intuitive Interface for Craftmanship. Journal of Computer Science. **SCIPUB (Science Publication)**

Student of SMA SEDES Sapientiae Semarang

August 2019 - Juni 2022

## CERTIFICATIONS

- **Google Analytics**, Issued June 2024 - Expires June 2025 . *by Google*
- **Outstanding Student (odd Semester)**, Issued November 2023, *by BINUS University*
- **Semifinalist at Bina Nusantara University Language Ambassador Competition**, Issued January 2023, *by BINUS Univeristy*

## AWARDS

- **Representation of BINUS University in P2MW Competition, SENDOG(SEgo NDOG).**  
Secured funding to realize business ambitions amounted : IDR. 12.070.000,00. *by Ministry of Education and Culture of Indonesia*

## ADDITIONAL INFORMATION

- **Technical Skills :** UI & UX Design, Database Design, System Design, SEO, Data Analyst, Marketing Analytics, Social Media, Marketing.
- **Language :** Bahasa Indonesia (native) , English (fluently)