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 System Analyst, I thrive on connecting technical understanding with real business impact.

I'm highly motivated to keep learning about UML Techniques, 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.

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 Intern to gather and analyze user requirements, prepare functional documentation, and support developers throughout the system development lifecycle.
- Created functional specifications and UML diagrams as references for application development.
- Utilized Redmine as a project management tool to assign tasks, track progress, and monitor project timelines, achieving a 95% on-time schedule adherence rate.
- Collaborated on five successfully deployed projects, contributing to the maintenance of core applications and ensuring smooth user experience.

- Performed manual testing and User Acceptance Testing (UAT) by executing test cases and validating system functionality, ensuring 100% core feature stability with no critical defects prior to release.
- Conducted test data validation using database queries to ensure data accuracy and system reliability.
- Contributed to post-deployment quality improvements, resulting in a 10–15% increase in overall system performance and responsiveness.

ORGANIZATION EXPERIENCE

HIMSISFO (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

VOLUNTEER EXPERIENCE

- **Pohon Toleransi (Bina Nusantara University**), Karangayu 01 Elementary School, Semarang, *Fun Learning and Initiative to Promote Religious Diversity and Tolerance*.   **December 2023**

EDUCATION

Fresh Graduate   **Juli 2026 - Present**

Bina Nusantara University (Latest GPA:??)   **Agustus 2022-Juli 2026**

Specialization

Marketing Intelligence

Resarch

- *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, System Design, Database Query and Modelling Project Management, System Analyst
- **Language :** Bahasa Indonesia (native) , English (fluently)