

# Luthfi Hadi

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A 5th-semester Computer Science student at BINUS University with a background in digital marketing, SEO, and content creation. Experienced in project management and team leadership. Seeking to transition focus to software engineering, specifically as a front-end developer.

## EDUCATION

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### **Undergraduate Student in Computer Science, Bina Nusantara University** 2022 – Present

- Achieved an A grade in Agile Software Development, Code Reengineering, Pattern Software Design, and Human and Computer Interaction.
- Gained skills in creating user-friendly software interfaces and enhancing user experience.
- Developed abilities in optimizing code performance and maintaining code quality.
- Acquired practical skills in Agile methodologies and Scrum for project management.

### **High School Diploma – Ibnu Hajar Boarding School (Science)** 2018 – 2021

- Obtained eligible quota for SNMPTN.
- Head of Entrepreneurship Division at OSMIB 2020.

## WORKING EXPERIENCES

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### **SEO Backlinking Specialist, PT Laskar Digital Indonesia** Sep/2021 – Dec/2021

- Contributed to ranking 40+ websites/articles on Google's first page for targeted keywords with SEO team.
- Published 174 articles with SEO standards.
- Curated 150 high-authority social bookmarking websites (minimum DA 30, PA 30).
- Social bookmarked 15 articles across a total of 40 websites each.
- Utilized SEO tools (WordPress, SEOquake, Google Analytics, Search Console) to optimize performance.

## ORGANIZATIONAL EXPERIENCES

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### **FILE/Filemagz Manager, Bina Nusantara Computer Club (BNCC)** Jan/2024 – Present

- Lead a team of 6 people and conducted monthly sprints for better communication and ideation.
- Increased followers by over 2,600 in one year for the Filetechno Instagram account.
- Set a record for the most engaging reel with over 18,000 likes and 280,000 views.
- Achieved over 40,000+ views on 9 reels in a span of one year.
- Set a record for a microblog with 3,900 likes and 38,000 impressions.
- Achieved over 300+ likes on 37 microblog feeds in one year.
- Created a TikTok video that reached 13,000 likes and 170,000 views.
- Trained 32 activists in content creation, video editing, content writing, and copywriting.
- Mentored 13 activists in video editing using Adobe Premiere Pro for major annual video editing projects.
- Provided coverage for events such as Indo-Indians Bazaar, Creative Icon Exhibition, Event Collector Moments, BNCC x CTI Group, and BNCC x Apple Developer Academy.
- Established partnerships with Coding Studio, Indoindians, DKV Creative Advertising Binus, BNCC Kemanggisan, BNCC Region Alam Sutera, CakeResume, Dunia Coding, ToffeDev: SEOcon 2024, and Technoscape 2024, DevOpsDays Jakarta 2024.

### **Publication Coordinator, TechnoScape 2024** Feb/2024 – Present

- Lead a team of 8 individuals and conducted weekly sprints to enhance communication and ideation.
- Determined detailed settings for Instagram ads to achieve maximum results.
- Successfully managed and completed 45 publications on the @technoscapebncc Instagram account.

### **Activist, Bina Nusantara Computer Club (BNCC)** Nov/2022 – Dec/2023

- PRAP Project Manager (Nov 2022 - Dec 2022)
  - Led a team of 9 in organizing a large-scale event prototype.
- Leader Team for Leadership Development Program (Mar 2023 - Apr 2023)
  - Managed an 8-member team, ensuring task completion.
- Leader Team for FILE Activist Subdivision (Jun 2023 - Aug 2022)

- o Led a 4-member team for weekly content production.
- Publication Vice Coordinator at BNCC CSR 2023 (Jul 2023 - Oct 2023)
  - o Supported the main coordinator; edited promotional reels.
- Sponsorship committee for BNCC Opening Season (Jul 2023 - Oct 2023)
  - o Listed and blasted sponsors for the BNCC Opening Season event.
  - o Managed the booth for 3 days out of the total event days as part of documentation and promotion.

#### Head of Social Media, MarshaOshi

Dec/2020 – Jan/2023

- Led the social media team of 15 admins across platforms including Twitter/X, Instagram, TikTok, and Showroom Live.
- Increased the Twitter/X account followers from 700 to 7,000.
- Grew the Instagram account followers from 0 to 1,800.
- Grew the TikTok account followers from 0 to 1,600.
- Achieved an average of 527.000 tweet impressions per month during the last 5 months of my tenure.

## PROJECTS

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#### Luthfi Portfolio Website ([View Site](#) / [Github](#))

- My portfolio website showcasing my projects and skills in software engineering.
- Technologies: HTML/CSS, JavaScript

#### Luthfi CV Website ([View Site](#) / [Github](#))

- My first React project, featuring a responsive CV with type-safe development.
- Technologies: React, TypeScript, Tailwind CSS

#### PSD Project GymMe ([View Site](#) / [Github](#))

- A group project for a supplement purchase platform with customer and admin functionalities.
- Technologies: ASP.NET, C#, Tailwind CSS

## SKILLS

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#### Language:

- Indonesia (Native or bilingual proficiency)
- English (Limited working proficiency)
- Arabic (Elementary proficiency)

**Soft Skills:** Communication, Leadership, Team Management, Organizational Skills, Problem Solving, Critical Thinking

**Hard Skills:** HTML/CSS, JavaScript, TypeScript, React, Tailwind CSS, Bootstrap, ASP.NET, C#, Laravel, PHP, MySQL, WordPress, C, Java, Python

**Software:** Google Workspace, Microsoft 365, Figma, Canva, WordPress, Adobe Premiere Pro, Capcut, Visual Studio Code, Visual Studio, Dev C++, Eclipse IDE

#### Certification:

- Learning Front-End Web Development for Beginners, Dicoding Indonesia (2024)
- Learning the Basics of JavaScript Programming, Dicoding Indonesia (2024)
- 3-Day Intermediate SEO Masterclass, DailySEO ID (2024)
- Leadership: First Time Manager, Mekari University Course (2024)
- Introduction to Project Management Using Agile Methodology, BINUS University (2024)
- Project Management with Scrum, BINUS University (2024)
- LnT UI/UX Design Class, BNCC Learning and Training (2024)
- C-Level ENGLISH FOR ADVANCED ENGLISH, Beelinguapp (2023)
- LnT Back-End Development Class, BNCC Learning and Training (2023)