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

Undergraduate Student in Computer Science, Bina Nusantara University   2022 – Present
- Learned about user-friendly interface design and enhancing user experience.
- Acquired practical skills in Agile methodologies and Scrum for project management.
- Studied techniques for optimizing code performance in terms of time and memory usage.
- Developed skills in identifying and fixing code issues to improve quality and maintainability.

High School Diploma – Ibnu Hajar Boarding School (Science)   2018 – 2021
- Obtained eligible quota for SNMPTN.
- Head of Entrepreneurship Division at OSMIB 2020.
- Staff of Bazaar Division at IMFEST 2019.

WORKING EXPERIENCES

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.
- Listed 150 social bookmarking websites with a minimum Domain Authority of 30 and Page Authority of 30.
- Social bookmarked 15 articles across a total of 40 websites each.
- Utilized various SEO tools and technologies such as WordPress, SEOquake, Google Analytics, Google Search Console, Ubersuggest, and YoastSEO to track, monitor, and analyze backlink performance while applying in-depth knowledge of SEO best practices.

ORGANIZATIONAL EXPERIENCES

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.
- Created and scheduled content planning to ensure timely publication.
- Facilitated communication with the design division by implementing a content tracker to avoid miscommunication regarding content outcomes.
- Determined detailed settings for Instagram ads to achieve maximum results.

- Successfully managed and completed 45 publications on the @technoscapebncc Instagram account, comprising 6 Mographs, 7 Reels, and 32 Feeds, concluding the entire TechnoScape event series.

Activist, Bina Nusantara Computer Club (BNCC)   Nov/2022 – Dec/2023
- PRAP Project Manager (Nov 2022 - Dec 2022)
  - Developed a proposal for a large-scale dummy event.
  - Conducted weekly sprints to monitor task progress.
  - Ensured cohesion among a team of 9 members as PRAP was the activists' first program where they had not yet known each other.
- Leader Team for Leadership Development Program (Mar 2023 - Apr 2023)
  - Led a team of 8 members in completing tasks.
  - Ensured tasks were completed to their maximum potential.
- Leader Team for FILE Activist Subdivision (Jun 2023 - Aug 2022)
  - Led a team of 4 members in completing weekly content tasks.
  - Conducted weekly sprints to monitor task progress.
  - Conducted 1 shoot with the theme of reviewing coffee shops.
- Publication Vice Coordinator at BNCC CSR 2023 (Jul 2023 - Oct 2023)
  - Created a registration form used by 1085 participants for registration.
  - Edited promotional reels for BNCC CSR 2023 posted on the @bnccbinus Instagram account.
  - As a Vice Coordinator, I assisted the Main Coordinator to ensure the team operated at its maximum potential.
- Sponsorship committee for BNCC Opening Season (Jul 2023 - Oct 2023)
  - Listed and blasted sponsors for the BNCC Opening Season event.
  - 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.

SKILLS

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, Tailwind CSS, 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

Courses/Certification:
- 3-Day Intermediate SEO Masterclass by DailySEO ID (2024)
- Leadership: First Time Manager by 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 by BNCC Learning and Training (2024)
- C-Level ENGLISH FOR ADVANCED ENGLISH Beelinguapp (2023)
- LnT Back-End Development Class by BNCC Learning and Training (2023)