

# Luthfi Hadi

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As a 4th-semester Computer Science student at BINUS University, I have a diverse background in digital marketing, including SEO and content creation. My experience includes roles such as SEO Backlinking Specialist at PT Laskar Digital Indonesia, Manager of Filemagz at BNCC, and Publication Coordinator for TechnoScape 2024. I've also mentored in content creation and video editing, refining my leadership skills. Certified in Agile Project Management and proficient in English, I'm poised to transition my focus to software engineering.

## EDUCATION

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### **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

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

- Successfully helped over 40 websites/articles rank on the first page of Google search results for targeted keywords as part of a 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

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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 1,800 in 7 months 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 7 reels in a span of 7 months.
- Set a record for a microblog with 3,900 likes and 38,000 impressions.
- Achieved over 300+ likes on 30 microblog feeds in 7 months.
- 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.

### **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.
- As of June 2nd, have overseen 45 publications on the @technoscapebncc Instagram account, comprising 6 Mograph, 7 Reels, and 32 Feeds. Targeting an additional 24 publications to complete 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**

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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

**Software:** Google Workspace, Microsoft Office Suite, Figma, Canva, WordPress, Adobe Premiere Pro, Visual Studio Code, Visual Studio, Dev C++

#### **Courses/Certification:**

- Introduction to Project Management Using Agile Methodology BINUS University (2024)
- Project Management with Scrum BINUS University (2024)
- C-Level ENGLISH FOR ADVANCED ENGLISH Beelinguapp (2023)
- LnT Back-End Development Class by BNCC Learning and Training (2023)