

PROFESSIONAL SUMMARY

- Third year Computer Science student at Universitas Pertamina with Karakter Unggulan Full Scholarship and proven leadership experience. Proficient in React.js, JavaScript frameworks, SQL database management, and cross-functional team collaboration with 2+ years of technical development experience.
- Recently completed role as Junior Front-End Engineer at Meetsin.ID developing CRM web application for LRT Sumatera Selatan, serving 30+ administrative users and thousands of mobile app users. Also served as Database Practicum Assistant achieving 90% student success rate while teaching Oracle Database and SQL programming to 40+ students. Currently deepening expertise in machine learning and data visualization using Power BI and Google Looker.
- Experienced project manager having successfully led 4+ software development projects including HalaLens halal food verification app from requirement gathering to deployment, winning Best UI/UX and Most Inclusive Application awards while managing teams using Agile/Waterfall methodologies with Trello, Notion, and Jira.

TECHNICAL SKILLS

Programming Languages: JavaScript, HTML5, CSS3, SQL, Python

Front End Technologies: React.js, JavaScript Frameworks, Tailwind CSS, Responsive Web Design, RESTful API Integration

Data and Analytics: Machine Learning, Data Preparation, Power BI, Google Looker Studio, Data Visualization

Tools and Platforms: Git, Version Control, Oracle Database, Adobe Creative Suite, Figma

Project Management: Agile/Scrum, Software Development Lifecycle, Sprint Planning, Team Leadership, Cross-functional Collaboration

Design: UI/UX Design, Graphic Design, Social Media Management, Brand Consistency

PROFESSIONAL EXPERIENCE

- 1. Project Leader | HalaLens Mobile App Project | Universitas Pertamina | February 2025 - June 2025**
 - Managed 5-member team in developing halal food verification app through complete project lifecycle from research to development especially on requirement gathering and user research
 - Led requirement gathering sessions and user research to define product specifications and user experience goals
 - Successfully completed 4-month project within timeline while ensuring quality standards and user-centered design principles
 - Achieved project success with recognition as “Best UI/UX Design” and “Most Inclusive Application” at final project exhibition
- 2. Social Media Strategist & Content Analyst | TRYFITBAR (UAE based) | Remote | April 2025 - July 2025**
 - Revitalized dormant social media presence for UAE-based healthy meal delivery brand after months of inactivity, rebuilding audience engagement and brand visibility through strategic content planning
 - Analyzed social media performance metrics achieving 105.3% increase in views (380K+), 7.9% growth in reach (134K+), and 306.5% surge in content interactions, while maintaining steady website traffic (3.7K visits)
 - Developed and executed integrated content strategy producing 50+ pieces of content across Instagram feeds, stories, and reels, with simultaneous Facebook mirroring to maximize cross-platform reach
- 3. Junior Front-End Engineer | Meetsin.ID | Palembang, Indonesia | December 2024 - May 2025**
 - Developed customer relationship management web application with 10-18 user interface components for LRT Sumatera Selatan
 - Implemented frontend development using React.js JavaScript frameworks and RESTful API integration
 - Served 30+ administrative users while managing data from thousands of mobile app users
 - Participated in agile development processes including daily stand-ups and sprint planning sessions
- 4. Junior Data Analyst & Content Strategist | UIUXINDO | Jakarta, Indonesia | May 2023 - April 2025**
 - Analyzed user engagement data and metrics to optimize content strategy and increase event registration rates
 - Implemented data-driven decision making that improved performance tracking by 111% over 2-year Grew social media following from 9K to 19K followers (111% increase) over 2-year
 - Collaborated with cross-functional teams to develop analytics dashboard and reporting using Meta Business Suite
 - Applied statistical analysis and A/B testing methodologies to enhance strategic campaign effectiveness
- 5. Database Management & Analytics Assistant | Universitas Pertamina | Jakarta, Indonesia | August 2024 - January 2025**
 - Achieved 90% student pass rate while teaching Oracle Database and SQL programming to 40+ students
 - Created supplementary learning materials that enhanced database optimization and query performance for students
 - Provided technical assistance in statistical analysis and data visualization techniques
- 6. UI/UX Teaching Intern | SMK TI Bazma | Bogor, Indonesia | August 2023 - November 2023**
 - Taught UI/UX design fundamentals including design hierarchy, user research concepts, and design thinking methodology to high school students
 - Delivered technical training on public communication strategies and stakeholder presentation skills
 - Successfully completed teaching internship with positive evaluation from school administration

LEADERSHIP, PUBLIC SPEAKING, AND COMMITTEE

- 1. International Summer School Program | French Sciences – Science & Technology of The Sea | Brest, France | June 2025 - July 2025**
 - Selected as the **only Indonesian participant** among international students for 3-week intensive program focused on marine energy and technology
 - Completed comprehensive study on Science and Technology of the Sea including renewable marine energy, maritime research, and oceanic technology innovations
 - Enhanced cross-cultural communication through French language immersion and English conversation
- 2. Speaker | Research and Methodology and Academic Excellence Workshop | Computer Science Student Orientation, Universitas Pertamina | October 2024**
 - Delivered comprehensive presentation on research fundamentals to 50+ computer science students
 - Covered research ideation, competition opportunities identification, scientific report structure, and research methodology
 - Received positive response and engagement from participants, enhancing their research capabilities and academic preparation
- 3. Guest Speaker | "Tech Savvy Generation: Preparing Young People for the Digital Era" | SMK TI Bazma School Orientation | Bogor, Indonesia | June 2024**
 - Presented to new IT students on cutting-edge technology trends including AI, AR/VR, IoT, and Indonesia's digital landscape
 - Addressed future challenges in cybersecurity, job automation, and essential skills for digital age success (adaptability, critical thinking, creativity, digital collaboration, data literacy)
 - Received positive engagement and feedback from students during interactive Q&A session
- 4. Speaker | Graphic Design Workshop | UKM Riset dan Karya Ilmiah Heuri Cosmos, Universitas Pertamina | March 2023**
 - Delivered comprehensive graphic design training to 30+ participants across Indonesia in "Transformer 6.0" webinar
 - Presented fundamentals of design principles and conducted hands-on Photoshop tutorial session
 - Served as judge for graphic design challenge competition, evaluating participant submissions and providing constructive feedback
 - Enhanced participants' technical skills in visual design and creative problem-solving methodologies
- 5. Mentor | Pekan Orientasi dan Pengenalan Universitas Pertamina (POP UP) 2024 | September 2024**
 - Mentored 20 new students throughout 7-day university orientation program with theme "Glorious Collaboration: Building a Future with Integrity and Resilience"
 - Delivered educational sessions on university life fundamentals, academic ethics, and college transition guidance
 - Provided personal guidance and support to help new students adapt to the university environment and academic expectations
- 6. Head of Creative Department | CITE UP 2024 | Universitas Pertamina | March 2023 - September 2024**
 - Led Creative Department managing Media Creative and Publication Documentation divisions for national-level annual competition
 - Directed comprehensive social media strategy achieving 90% engagement increase and successful participant target achievement (100+ competition participants, 300+ seminar attendees)
 - Recognized for hands-on leadership style and ability to bring out the best in team members

EDUCATION

Bachelor's Degree in Computer Science | Universitas Pertamina | Jakarta, Indonesia

GPA: 3.82 | 2022 - 2026 (Expected)

- Scholarship: Karakter Unggulan Full Scholarship Awardee
- Recognition: Selected as **Best Student in Faculty**

High School Diploma, Science | SMAN Sumatera Selatan | Sumatera Selatan, Indonesia | 2019 – 2022

- Won 10+ competitions from provincial to national level across multiple disciplines
- Selected as Putri SMAN Sumatera Selatan – School Ambassador representing institutional values and excellence

KEY ACHIEVEMENT AND AWARDS

- UPER Model 2024** | Campus ambassador and brand representative for Universitas Pertamina social media and promotional campaigns
- 2nd Winner | UI/UX Design Competition, MANIFEST 5.0 (Nov 2023)** - Led cross-functional team developing "Sirkel" community platform connecting entrepreneurs with Gen Z creative workers and content creators
- National Finalist | Desain Aplikasi Quran Competition, MTQMN XVII 2023** - Achieved 11th place among 50 selected teams presenting "ORQUEST" Islamic educational game with quiz-based learning and mission-solving mechanics
- 1st Winner | Simple Chemistry Experiment Competition, Universitas Sriwijaya (Oct 2021)** - Combined video editing and chemistry experimentation skills to demonstrate redox reactions
- 2nd Winner | Creative Video Competition, National Level (Aug 2021)** - Produced cinematic content promoting Indonesian natural resources awareness with 10+ competing teams
- Top 10 Finalist | Virtual Reality Project Competition, SEAMOLEC (May 2020)** - Ranked 9th out of 1,000 participants with 360° Chemistry Laboratory VR environment demonstration
- Gold Medal | Olimpiade Penelitian Siswa Indonesia (Jun 2018)** - First gold medalist representing South Sumatra province in Social Sciences and Culture field, analyzing youth community influence in Palembang

ORGANIZATIONS

- 1. Member of AcademyUP Division | Himpunan Mahasiswa Ilmu Komputer, Universitas Pertamina | Jan 2024 – Dec 2024**
 - Organized programming workshops and IT-related information sessions to enhance student technical capabilities
 - Contributed to academic development initiatives including bootcamps and tutoring for computer science students
- 2. Minister of Information, Communication, and Technology | Student Council, SMAN Sumatera Selatan | Jan 2021 – Jan 2022**
 - Led ICT division for one year, earning "Best Ministry" and "Most Disciplined Ministry" awards through exceptional performance
 - Managed comprehensive design strategy for school events including posters, banners, certificates, and social media content
 - Implemented digital literacy programs to enhance technology skills among students from diverse backgrounds

TECHNICAL PROJECT

- 1. Sentiment and Aspect Analysis | Machine Learning Project - Green Economy & Renewable Energy Social Media Discussion | 2025**
 - Developed multi-task learning model using IndoBERT for simultaneous aspect and sentiment classification
 - Implemented LDA topic modeling to identify discussion patterns across 1,095 tweets from Indonesian social media
 - Achieved 92.6% accuracy in aspect classification and 82.1% in sentiment analysis using PyTorch and HuggingFace
 - Technologies: Python, IndoBERT, PyTorch, Scikit-learn, LDA, Natural Language Processing
- 2. Orangutan Habitat Corridor Optimization | Artificial Intelligence Final Project | 2024**
 - Implemented genetic algorithm to optimize habitat corridors between Sebangau National Park and Bukit Baka Bukit Raya Forest
 - Applied computational intelligence for wildlife conservation and environmental sustainability solutions
 - Developed spatial analysis model for biodiversity conservation planning in Kalimantan
 - Technologies: Python, Genetic Algorithms, Spatial Analysis, Conservation Biology
- 3. CO2 Emission Prediction Model | Mathematical Modeling Final Project | 2024**
 - Conducted comparative analysis of Exponential, Logistic, and Holt-Winters Exponential Smoothing models
 - Developed predictive models for Indonesia's CO2 emissions projections to 2030
 - Performed statistical analysis and model validation for environmental forecasting applications
 - Technologies: Python, Statistical Modeling, Time Series Analysis, Environmental Data Science
- 4. Customer Segmentation Analysis | Machine Learning Project | Kaggle Platform**
 - Implemented K-Means clustering algorithm for customer behavior analysis and market segmentation
 - Applied unsupervised learning techniques for business intelligence and marketing strategy optimization
 - Published reproducible analysis with data visualization and model evaluation metrics
 - Technologies: Python, K-Means Clustering, Pandas, Scikit-learn, Data Visualization

LANGUAGES

- Indonesian (Native)
- English (Professional working proficiency – IELTS Academic 6.5, CEFR B2 Level)
- France (A1 – CIEL Bretagne School)