

# Fajar Mahendra

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## Education

**Universitas Diponegoro** Semarang, ID S1 Industrial Engineering 2019 – 2023 GPA 3.58/4.00. Head of Career Development, Student Association.

## Professional Experience

**EduMetrics ID**

Semarang, ID

**Sales Operations Intern**

Feb 2023 – Jul 2023

- Built dashboards tracking call volume, conversion, and payment status for 25 sales reps
- Introduced lead scoring model that increased meeting bookings by 22%
- Provided weekly coaching insights enabling reps to prioritize high-potential families

## Leadership & Activities

**Industrial Engineering Student Association**

Semarang, ID

**Head of Career Development**

2021 – 2023

Organized career workshops and mentorship programs for 100+ students.

## Skills

**Data Analytics:** Sales analytics, Lead scoring, Dashboard creation

**Sales Operations:** Pipeline optimization, Performance tracking, Process improvement

**Tools:** Pipedrive CRM, SQL basics, Excel, Google Sheets