

Fajar Mahendra

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Professional Summary

Industrial Engineering graduate with strong analytical mindset and passion for education impact. Experience optimizing sales dashboards and tracking performance metrics. Eager to join STAR to mix data insights with high-touch customer conversations.

Technical 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

Professional Experience

Sales Operations Intern

EduMetrics ID

Feb 2023 – Jul 2023

Semarang, ID

- 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

Projects

Outbound Call Optimization

Simulated call schedules. Recommendations adopted by campus career center.

2022

Education

S1 Industrial Engineering

Universitas Diponegoro

GPA 3.58/4.00 — Head of Career Development, Student Association

2019 – 2023

Semarang, ID

Certifications

- Google Data Analytics Professional Certificate (2023)
- HubSpot Sales Software Certificate (2022)