

OLIVIA DITA KRISANTI

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WORK EXPERIENCE

Content Operation Specialist / SHAREIt Technologies, Beijing 12/2020 - Present

1. Conducted A/ B testing of push notification content for both U.S. and global audiences to optimize engagement.
2. Created compelling titles and visuals for push notifications to capture user attention.
3. Successfully increased Click-Through-Rate (CTR) from 0.4% to 0.6% in the U.S. market through data-driven optimization.
4. Led a team of 6 members, fostering collaboration and ensuring achievement of campaign goals.
5. Actively communicated in English and Mandarin Chinese with colleagues and international partners to support cross-border projects.

EDUCATION

Bachelor of Mathematics (S. Mat) / 2024, GPA 3.2/4.0

State University of Jakarta, ID

SKILLS

- Data Wrangling
- Data Preprocessing
- Data Analysis
- Python
- SQL

LANGUAGES

- Bahasa Indonesia (Native)
- English (Conversational)
- Mandarin Chinese (Conversational)

RELEVANT COURSES

- Basic Python Programming & Python for Software Engineering
(<https://sertifikat.pacmann.ai/pwG5vhLvKOPALmL>)
- Fundamental SQL & Data Wrangling with Pandas
(<https://sertifikat.pacmann.ai/ChpkCHigVcqHdIF>)
- Basic & Advanced Machine Learning Algorithm
(<https://sertifikat.pacmann.ai/rpu8vsIXzwdUMLB>)
- Customers, Marketing, Product Analytics & Experimentation
(<https://sertifikat.pacmann.ai/rXDNOxaXdLNbiqZ>)

SOCIETIES AND EXTRACURRICULARS

- Church Service Coordinator

I actively managed my local church's activities by ensuring worship services ran smoothly, creating bulletins and promotional materials for events, and designing programs to strengthen community participation. My role involved close communication with pastors and congregants, as well as building strong relationships with fellow committee members to foster collaboration and support within the church community.