

# OSCAL GOISENT

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## PROFILE

A motivated International Business Management student at BINUS University, with strong English communication skills and a solid foundation in business and marketing principles. Skilled in marketing strategy, consumer behavior analysis, and business development, supported by academic projects and organizational involvement. Detail-oriented, adaptable, and able to collaborate effectively in diverse team environments. Eager to apply marketing knowledge in real business settings, contribute to brand growth, and further develop expertise in the marketing industry.

## EDUCATION

Binus University international Business Management	<b>Tangerang, Banten</b> August 2023 – Present
• GPA : 3.44 / 4.00	
Tarsisius Vireta Senior High School Science Major	<b>Tangerang, Banten</b> January 2020 – June 2023

## ORGANIZATIONAL & COMMITTEE EXPERIENCE

<b>Binus Badminton   Binus University</b> Training Division Activist	<b>Tangerang, Banten</b> January 2025 – Present
• Managed registration forms (Google Forms) to collect and organize participant data and attendance.	
• Coordinated with coaches regarding training schedules, preparation needs, and documentation.	
• Monitored and recorded attendance during training sessions to ensure participant consistency and discipline.	
• Assisted in organizing and executing Monday drilling sessions to enhance players' technical skills and match readiness.	
• resulting in a 50% increase in active membership, especially among first-year students.	
<b>Binus Badminton   Binus University</b> Event Committee	<b>Tangerang, Banten</b> July 2025 – October 2025
• Involved as a committee member in the Equipment Division for the “BINUS Badminton Cup 2025”.	
• Handled the procurement of all event necessities, including umpire chairs, shuttlecocks, posters, banners, and coordinated vendor bookings. Ensured all equipment was available, complete, and ready for use throughout the event.	
• Coordinated with other divisions to maintain smooth operations and provide mutual support during the event.	
• resulting in a 40% increase in participant	
<b>Binus Badminton   Binus University</b> Event Committee	<b>Tangerang, Banten</b> March 2025 – June 2025
• Involved as a committee member in the Equipment Division for the “Binus Badminton Cup.”	
• Prepared, organized, and ensured the availability of match equipment (banners, posters, nets, shuttlecocks, etc.) throughout the event.	
• Participated in cross-division meetings to discuss ideas, align event needs, and develop contingency plans in case of unexpected issues during the event.	
• resulting in a 20% increase in participant	

## COMPETITION EXPERIENCE

<b>Binus University</b> Business Innovation Competition Participant	<b>Tangerang, Banten</b> March 2025 – June 2025
• Participated in “Z-Creative” Business Innovation Competition by Binus International Business Club (BIC), with the theme of “business sustainability”	
• Developed an innovative business concept called “I-Drive,” an electric car rental service utilizing Wuling Air EV vehicles and integrated with Beam’s e-scooter and e-bike sharing platform, combining all services into a single application to offer flexible, sustainable, and eco-friendly mobility options.	
• Discussed with groups to design business innovation prototypes	
• Conducted research and analysis to support the feasibility of the proposed idea.	
• Collaborated with team members to design creative solutions with long-term impact.	

## PROJECT EXPERIENCE

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### Business Entrepreneurship

CTO & Co-Founder

Tangerang, Banten

March 2025 – Present

- CTO & Co-Founder SoleSwipe (a shoe-cleaning wet wipes product developed from the ideation stage to early launch).
- Handled the technical setup for product marketing through e-commerce platforms (Shopee : soleswipe.id)
- Created the QRIS payment system to support smooth and scalable sales operations.
- Gained hands-on experience in building a business, conducting market research, identifying customer needs, and collaborating within a cross-functional team.
- Developed technical plans for long-term product improvements and ensured that product innovation aligned with business and marketing strategies.
- Successfully sold 500 out of 1,000 units, serving as early validation of product-market fit.

### SKILL

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- **Language** : Indonesia (Native), English (Intermediate)
- **Hardskill** : Microsoft Office (Word, Excel, Powerpoint) , G-suite (Google Docs, Slide), Canva, Marketing Strategy, Business Development
- **Softskill** : Time Management, Discipline, Team Collaboration, Problem-Solving, Flexibility, Critical thinking, Responsibility