

OSCAL GOISENT

Tangerang, Banten | +6281281643937 | oscalgoisent12@gmail.com | www.linkedin.com/in/oscal-goisent-445bb62b5

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	Tangerang, Banten
international Business Management	August 2023 – Present
<ul style="list-style-type: none">GPA : 3.44 / 4.00	
Tarsisius Vireta Senior High School	Tangerang, Banten
Science Major	January 2020 – June 2023

ORGANIZATIONAL & COMMITTEE EXPERIENCE

Binus Badminton Binus University	Tangerang, Banten
Training Division Activist	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.

Binus Badminton Binus University	Tangerang, Banten
Event Committee	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

Binus Badminton Binus University	Tangerang, Banten
Event Committee	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

Binus University	Tangerang, Banten
Business Innovation Competition Participant	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

Business Entrepreneurship

Tangerang, Banten

CTO & Co-Founder

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

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