

# Reynanda Arya Putra

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Fourth-year Computer Science student with a strong interest in technology, data, and digital marketing, experienced in applying data analysis, automation, and problem solving skills to support performance driven marketing initiatives and collaborative technical projects.

## EDUCATION

### UNIVERSITAS NEGERI JAKARTA

2022 – PRESENT

#### Computer Science

- GPA 3.53 / 4.00.
- Active in student organizations (LLMP Ilmu Komputer, MTM UNJ) with multiple leadership roles.

### SMA NEGERI 99 JAKARTA

2018 – 2021

#### Science

- Science major with a 79.43 average score.
- Active member of Paskibra SMAN 99 Jakarta and competition participant.

## EXPERIENCE

### PT Griity Indonesia Bernilai - Internship Program

2025

- Engineered a Python based automation script for WhatsApp follow-ups, reducing manual workload by 20% and improving operational efficiency for affiliate campaigns.
- Built KOL performance dashboards using Looker Studio to track affiliate campaign in Google Sheets, integrating multiple data sources to deliver more accurate and data driven monthly reports.
- Managed KOL collaborations that generated a total of 3.3 million views on TikTok, driven by data and well structured campaign strategies.

### Angkit Agro – Internship Program

2023 – 2024

- Orchestrated a team of 5 developers to build a cross platform solution using Flutter (Mobile) and CMS Laravel (Web), integrated with a PostgreSQL database backend.
- Managed the 3 month development lifecycle using Scrum methodology, organizing task distribution through sprint planning to ensure on time delivery.
- Successfully delivered the project with 100% completion, fulfilling all client requirements and specifications.

## ORGANIZATIONS

### MTM UNJ – Treasurer

2024 – 2025

- Supervised financial management and reviewed monthly reports from BEM Universitas Negeri Jakarta.
- Led oversight of three departments (advocacy & welfare, business & creative economy, executive board) to ensure accountability and program performance.

## PROJECT

### Retail & Warehouse Inventory Performance Analysis (Click for GitHub Repo)

- Analyzed large scale dataset using SQL for data extraction and Python for statistical analysis to evaluate Retail vs. Warehouse performance.
- Conducted data cleaning and feature engineering to assess supplier efficiency, identifying top performers like Republic National Distributing Co (2,500+ items).
- Designed an interactive Power BI Dashboard (.pbix).

## SKILLS, CERTIFICATIONS & ACHIEVEMENTS

- **Technical:** Python, Power BI, Looker Studio, Tableau, PHP, Java Script, Microsoft Office, Google Workspace, Ubuntu.
- **Soft Skills:** Analytical Thinking, Leadership, Teamwork, Problem Solving, Communication, Time Management.

### Certifications:

- LLM-Based Tools and Gemini API Integration for Data Scientists, Hacktiv8 Indonesia (2025)
- Bootcamp Data Analyst Pakai Excel, SQL, & Persiapan Kerja, PT Ebiz Karisma Internasional (2025).
- Associate Data Analyst, Lembaga Sertifikasi Profesi TIK Global (2025).

### Certifications:

- Participant, Programming Competition – GEMASTIK 2023.
- Speaker, “BURT GOES TO DAERAH” (2024) on financial guidelines for 40+ legislative members.