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 campaing 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 (GitHub)
- 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).

Bank Customer Churn Prediction & Analysis (Link Streamlit & GitHub)
- Built a 99.9% accurate Random Forest model to predict churn, identifying "Complaint History" as the primary risk factor through rigorous EDA.
- Deployed the model via Streamlit and designed Tableau dashboards to visualize customer demographics and risk levels in real-time.

SKILLS, CERTIFICATIONS & ACHIEVEMENTS

- **Technical:** Python (Pandas, Scikit-Learn), SQL, Power BI, Looker Studio, Tableau, Excel, Google Analytics, Marketing Automation, KOL Strategy, Git.
- **Soft Skills:** Analytical Thinking, Leadership, Teamwork, Problem Solving, Communication, Time Management, Data Storytelling.

Certifications:
- LLM-Based Tools and Gemini API Integration for Data Scientists, Hacktiv8 Indonesia (2025)
- Associate Data Analyst, Lembaga Sertifikasi Profesi TIK Global (2025).

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