

Salma Hafilah

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A passionate Information Technology Education student at Universitas Brawijaya with a commitment to leveraging technology to enhance education. Through academic achievements, organizational involvement, and impactful projects, I have developed strong skills in software development, UI/UX design, and leadership. My goal is to inspire positive change in education and society by applying innovative technological solutions.

EDUCATION

UNIVERSITAS BRAWIJAYA <i>Information Technology Education, GPA: 3.73/4.00</i>	Malang 2022 - Present
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WORK EXPERIENCE

INTERNATIONAL RELATION OFFICE FILKOM UB Data Administrator	Malang March 2025 - Present
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- Coordinate communication between FILKOM and international partner institutions.
- Maintain and update records of international collaborations and mobility data.
- Handle correspondence and documentation for international events, such as seminars, guest lectures, and cultural exchange programs.
- Provide administrative support for international grant applications and reporting.
- Update the IRO section of the faculty's website and social media with relevant international content.

EDUBANGSA Product Manager	Malang September 2024 - April 2025
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- Spearheaded the development of innovative educational products, aligning them with user needs and organizational goals.
- Coordinated cross-functional teams, ensuring timely delivery of high-quality products.
- Defined product roadmaps and prioritized features to achieve successful launches.
- Optimized resource allocation and streamlined workflows to meet production deadlines.

ORGANIZATIONAL EXPERIENCE

ROBOTIIK FILKOM UB 2025 Chief Executive Officer	Malang January 2025 - Present
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- Guided the strategic direction of ROBOTIIK, focusing on sustainable growth and innovation in robotics.
- Collaborate closely with the executive team to establish long-term goals and ensure alignment with organizational values and objectives.
- Supervise the recruitment, training, and coordination of cross-functional teams to ensure effective collaboration and efficient project delivery.
- Implement and refine operational processes, promoting a culture of innovation, collaboration, and high performance within the organization.
- Established external collaborations to amplify the organization's impact in robotics and technology.

ROBOTIIK FILKOM UB 2024 Secretary I	Malang February 2024 - December 2024
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- Developed and managed new administrative systems for ROBOTIIK 2024.
- Handled the issuance of official documents in ROBOTIIK.
- Prepared the grand design and final accountability report for the term.
- Issued certificates for all members.

UMAR MRP UB Staff of Internal Resource Development	Malang May 2023 - June 2023
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- Conducted performance assessments for staff in other departments within UMAR.
- Managed the Staff Awarding program.
- Supervised the performance of staff in the Programs and Propagation Departments of MRP.

BEM FILKOM UB

Malang

Staff of Department Strategic Studies and Action

March 2023 - November 2023

- Led the implementation of the Explicit Discussion Together for Democracy 1.0 event.
- Oversaw the Router program of BEM FILKOM UB.
- Mentored new staff in the Strategic Studies and Action Division.

BEM FILKOM UB

Malang

Young Staff of Department Strategic Studies and Action

October 2022 - December 2022

- Learning about KASTRAT and planning the last project of BEM FILKOM UB 2022 as a Event Leader.

VOLUNTEER EXPERIENCE

PKKMB DAN START UP ACADEMY FILKOM UB 2024

Malang

Vice Chairperson – FILKOM Orientation Program 2024

June - December 2024

- Coordinated and supervised the planning and execution of PKKMB and Start-Up Academy activities.
- Led a team of committee members to ensure seamless program delivery for about 1,000 new students.
- Acted as a liaison between faculty leadership and the organizing team to align program objectives.
- Contributed to creating an inclusive and engaging onboarding experience for new students, fostering community and academic readiness.

MMD FILKOM UB

Malang

Vice Coordinator

June - July 2024

- Assist the Village Coordinator in planning and managing KKN activities in the assigned village.
- Facilitate communication between the student team and village officials or community leaders.
- Support the monitoring and evaluation of project outcomes and impact on the local community.

MTQMN XVII 2023

Malang

Liaison Officer

November 2023

- Coordinated between Universitas Mataram's participants in various competitions and the central committee throughout the event.

DEBUG 1.0

Malang

Event Leader

May 2023 - October 2023

- Served as the main initiator for the event's concept and execution.
- Coordinated 40 staff members as the event leader.
- Communicated with external parties, including the Vice Dean III, for event preparation.
- Created the timeline and coordinated inter-division activities within the committee.

PKKMB & SA FILKOM UB 2023

Malang

Deputy Head of Equipment and Health Consumption Division

July 2023 - Desember 2023

- Coordinated with educational staff for supplies and venue preparation.
- Arranged loans of facilities from FILKOM infrastructure.
- Designed layouts, organized event logistics, and established external collaborations.
- Supervised and recorded students needing medical attention during the event series.
- Provided meals for PKKMB and SA 2023.

INFINITE 2022

Malang

Assistant Secretary

September 2022 - November 2022

- Managed proposals, permissions, and correspondence for event needs.

PROJECT

CANFAS — Daily Journal Writing Application

Product Manager & Programmer

- Designed and developed a Java-based application for desktop use, enhancing user productivity through effective journaling tools.

- Managed the overall product lifecycle, ensuring alignment with user needs.

TELS — Free Learning Application for Vocational Students

UI/UX Researcher & Team Leader

- Designed an intuitive web-based platform providing free educational materials tailored to vocational high school students.
- Integrated teacher accounts to align metrics with curriculum requirements.

FLOWREACH — Flower Marketplace Web Application

Front-End Programmer

- Developed the user interface using HTML, CSS, and JavaScript.
- Achieved an A grade for the User Application Design course final project.

CYBERSHIELD — Mobile Application for Digital Security Education

UI/UX Researcher

- Conducted comprehensive user research to design a learning app focused on cybersecurity and ethical behavior.
- Created engaging features, including quizzes and assessments.

AWARDS

- (2022) Best Young Staff of BEM FILKOM UB 2022

ADDITIONAL INFORMATION

- **Languages:** Indonesian (Native), English
- **Technical Skills:** Java, SQL, HTML, CSS, JavaScript, UI/UX Research
- **Soft Skills:** Leadership, Communication, Time Management, Problem-Solving
- **Interests:** Database Administrator, IT Project, Educational Website, Robotics