DEFA MAL NOVIZAM

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A Bachelor of Information Systems graduate from Universitas Islam Negeri Imam Bonjol Padang with strong knowledge in information technology, business communication, administration, and data management. Experienced in digital project development and technology-based marketing strategies, including database management (MySQL, SQL) and analytical data processing. Skilled in presentation, team coordination, and professional communication. Focused on career growth in IT, digital business management, and data analysis with a results-driven and innovative mindset.

EDUCATION

Universitas Islam Negeri Imam Bonjol Padang *2021 - 2025*

Bachelor of Information Systems (GPA 3.75)

- Completed a Bachelor's Degree in Computer Science with a solid understanding of information technology, systems analysis, business processes, communication, and database management.

EXPERIENCE

Management Trainee *September 2025 - Present*

PT Devata Studio Kreatif

- Executed digital marketing campaigns for Kawai Character 3D using Meta Ads, focusing on reach and conversion optimization.
- Managed the development project of Pabrik Sanjai Hanifa (Keripik Lento), including basic management setup, SOP & KPI formulation, and financial & production reporting.
- Developed digital branding and marketing strategies via Instagram, TikTok, and Shopee to strengthen brand awareness and sales.
- Established a solid business foundation and built initial distribution channels for the company's scale-up stage.

Staff Assistant *January 2025 - August 2025*

Business Development Center, UIN Imam Bonjol Padang

- Assisted in daily operations of campus business units, including cooperatives, canteens, and service management.
- Managed financial data and prepared administrative business reports.
- Processed and analyzed sales and inventory data using Microsoft Excel.
- Assisted in drafting business proposals and administrative documents.
- Applied professional work principles and effective time management in all assigned tasks.

Acting Manager *April 2024 - April 2025*

Kantin Atas Langit UIN Imam Bonjol Padang

- Managed operations for 10 partner business booths within the campus canteen.
- Prepared daily and monthly income reports and distributed 10% profit shares to UIN Imam Bonjol Padang in compliance with partnership agreements.
- Ensured booth compliance with campus business regulations.
- Served as a liaison between business partners and the university administration.

Research Team Member *May 2024 – December 2024*

Expert System Research

- Conducted research on a web-based expert system using the Certainty Factor method to evaluate the success of the university's MBKM curriculum.
- Designed and developed the knowledge base, system rules, and web application, followed by system testing and validation for accuracy.
- Compiled research findings and recommendations to support future system enhancement and academic evaluation.

Internship - Access Network & IT Unit
January 2024 – February 2024
PT Telkom Witel Sumbar
- Participated in dismantling, installation, and configuration of network devices.
- Assisted in integrating and connecting telecommunication devices between central offices (STO).
- Supported network system testing and documentation.

Teaching Assistant
February 2024 – June 2024
Web Programming Course
- Assisted lecturers in teaching basic web programming concepts and guiding student practice sessions.

Computer Lab Assistant
February 2024 – June 2024
Faculty of Science and Technology
- Ensured all lab computers were fully functional and maintained regularly.
- Conducted network equipment maintenance and documentation of laboratory performance.

Research Team Member
May 2023 – December 2023
Smart Campus Research
- Participated in research and data collection through interviews and observations.
- Analyzed research findings and presented results regarding Smart Campus implementation at UIN Imam Bonjol Padang.

ORGANIZATIONAL EXPERIENCE

Student Government UIN Imam Bonjol Padang
2023
Secretary General
- Led and ensured meetings were conducted effectively and orderly.
- Coordinated organizational activities in collaboration with the chairperson.
- Managed administrative and documentation processes to ensure smooth operations.

UKM Bengkel Kata
2023
Public Relations Division
- Built and maintained collaborative relations with internal and external organizations.

Information Systems Student Association
2022
Secretary General
- Coordinated organizational administration and documentation.
- Served as moderator and host for events at department, faculty, and university levels.

TECHNICAL SKILLS

- Database Management (MySQL, SQL Server
- Data Processing & Analysis: Microsoft Excel, Google Sheets
- Web Programming: PHP, HTML, CSS
- System Analysis & Documentation
- Digital Marketing: Meta Ad
- Project Management Tools: ClickUp, Trello, Google Workspace
- Financial & Business Reporting: Cash flow and operational reports
- Data Visualization & Reporting

PERSONAL SKILLS

- Project Management & Leadership
- Effective Communication & Negotiation
- Analytical Thinking & Problem Solving
- Detail-Oriented & Organized
- Adaptability & Innovation
- Time Management

TRAINING

Intensive English Language Training (1 Month)   *August 2025*
[Harau Valley English School - Kampung Inggris Sumatera]

- Focus: Improvement of reading, writing, listening, and speaking skills.

PUBLICATIONS & CONFERENCES

- Novizam, Defa Mal (2025). *Sistem Informasi Seleksi Penerima Beasiswa BAZNAS Berbasis Sistem Pendukung Keputusan di UIN Imam Bonjol Padang Menggunakan Metode Simple Additive Weight*. Thesis, UIN Imam Bonjol Padang.
- Lizar, Y., Fitri, M. O., Shalihin, N., Novizam, D. M., & Syafril, S. (2024). *Smart Campus: A Bibliometric Analysis*. Journal of Advanced Research in Applied Sciences and Engineering Technology, 60(4), 171–179.
- Lizar, Y., Malnovizam, D., & Guci, A. (2024). *A Bibliometric Analysis of Decision Support System Using VOSviewer*. GAS Journal of Engineering and Technology (GASJET), 01(01), 38–45.
- Lizar, Y., Mal Novizam, D., Butar-Butar, M. S., & Guci, A. (2023). *Tren Global Penelitian Tentang Digital Twin: Analisis Bibliometrik*. Indonesian Journal of Computer Science, 12(6), 3942–3955.
- Sunadi, J., & Malnovizam, D. (2023). *Analisis Bibliometrik Terhadap Penelitian Business Process Reengineering dan Manajemen Menggunakan Vosviewer*. Insearch: Information System Journal, 3.