

PULKERIA MAYRIEL RHEIMITZ GODELIVA

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Jakarta, Indonesia

Computer Science student at BINUS University with experience in both technical and creative roles. Skilled in market research, social media management, event coordination, design, and UI/UX prototyping. Actively involved in student communities, gaining strong leadership, collaboration, and communication skills. A fast learner who enjoys discussions, teamwork, and continuous growth. Highly motivated to create meaningful digital experiences by blending research, design, adaptability, and problem-solving.

Education Level

Universitas Bina Nusantara - Kota Tangerang, Indonesia

Sep 2024 - Jul 2027 (Expected)

Bachelor of Computer Science, 3.63/4.00

SMA Don Bosco II - Jakarta, Indonesia

Jun 2020 - May 2023

High School Diploma in Natural Sciences

Work Experiences

Homebody Homewear - Jakarta, Indonesia

May 2025 - Jul 2025

Research and Development Intern

- Assisted in the development of 2 pajama and homewear collections, conducting market research on 10+ fabric trends and comfort preferences from 50+ consumer insights.
- Contributed to the ideation of 5+ new product concepts aligned with brand identity, customer lifestyle, and seasonal launches.
- Collaborated with a 5-member design and marketing team to review 20+ material samples, brainstorm product ideas, and refine details that shaped the overall brand experience.
- Researched and analyzed 10 competitor brands to identify differentiation opportunities, resulting in 2 key design improvements.

Stranger's Map - Jakarta, Indonesia

Feb 2025 - Jun 2025

Social Media Marketing Intern

- Scheduled over 15 engaging content pieces and campaign strategies, including product storytelling, lifestyle imagery, and educational posts about fragrance notes.
- Conducted in-depth market research on 20+ fragrance brands, analyzing consumer preferences, competitor positioning, and emerging trends.
- Combined data-driven insights with creative direction to influence 2 product concept launches, ensuring alignment with both consumer demand and brand uniqueness.

Organisational Experience

Alam Sutera League 2025 - BINUS University

Aug 2025 - Present

Event Project Leader

- Directed the volleyball division of AS League, a major internal sports competition involving 4 sports clubs and 320+ student athletes.
- Collaborated with 3 other regional heads (badminton, basketball, futsal) to align cross-sport operations, resulting in zero scheduling conflicts.
- Coordinated 10+ volleyball matches, managing schedules, referees, and logistics to ensure on-time execution with 100% rule compliance.

Volley Binus - BINUS University

Apr 2025 - Present

Regional Head

- Led and coordinated 10+ regional volleyball activities, including weekly training sessions, inter- university tournaments, and community events.
- Managed and guided a team of 5+ coordinators, ensuring smooth execution of programs and timely event delivery.
- Represented the club at 3 regional and university-level meetings, strengthening collaboration, partnerships, and club visibility.
- Supported athlete development by organizing structured training plans and mentoring sessions, contributing to a 15% improvement in team performance during tournaments.

Rector Cup 2024 - BINUS University

Nov 2024 - Dec 2024

Liaison Officer

- Assisted 20+ volleyball participants with registration, match scheduling, and general event guidance across all BINUS regions (Semarang, Bandung, Malang, Greater Jakarta).
- Facilitated smooth communication between 3 divisions and the organizing committee, resolving inquiries and scheduling conflicts within tight deadlines.
- Supported participants’ needs throughout the competition, contributing to a 95% satisfaction rate in post-event feedback and ensuring a welcoming environment.

Student Council - SMA Don Bosco II

May 2021 - May 2022

President

- Delegated tasks across a team of 20+ members from 6 different divisions, ensuring accountability and timely execution of projects and programs.
- Organized virtual assemblies, webinars, and online competitions, engaging over 70% of the student body despite remote learning challenges.
- Spearheaded the transition to hybrid student council programs during the new normal, successfully executing 8+ online and offline initiatives.

Skills, Achievements & Other Experience

- **Languages:** Indonesian (Native), English (Fluent)
- **Design & Game Development Tools:** Axure RP, Figma, Canva, Unity, Construct 3
- **Programming & Technical Skills:** HTML, JavaScript, CSS, Java, Python, MySQL
- **Office & Productivity Tools:** Microsoft Word, Excel, PowerPoint, Google Workspace (Docs, Sheets, Slides, Drive)
- **Soft Skills :** Public Speaking, Leadership, Teamwork, Adaptability, Communication, Responsibility, Problem Solving, Time Management, Organizational Skills