RACHEL NATASYA ANGEL SINAGA

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SUMMARY

Detail-oriented and creative Information Systems undergraduate with hands-on experience in web development and UI/UX design. Proficient in HTML, CSS3, JavaScript, React.js, and Figma, with additional expertise in database management and collaborative tools like Git. Successfully managed digital marketing operations, optimized processes, and enhanced user engagement, demonstrating strong problem-solving and operational skills. Skilled in creating intuitive user interfaces and delivering seamless user experiences. Completed Full Stack Web Development Boot Camp, equipping with robust technical and project management abilities. Seeking opportunities to contribute innovative solutions in web development and UI/UX design.

EDUCATION

BINUS University   2022 – Present
Bachelor's Degree in Information Systems | GPA: 3.59 / 4.00

PROFESSIONAL EXPERIENCE

Digital Marketing & Operations Assistant, Mora Jaya   Nov 2019 – Present
- Managed the recording and follow-up of 100+ product orders weekly across multiple digital platforms (WhatsApp, Facebook, Instagram, TikTok, Shopee), achieving a 99% accuracy rate in order processing.
- Enhanced sales tracking efficiency by 40% by developing a data-driven weekly sales reporting system, enabling strategic decision-making for health product formulation and targeted marketing campaigns.
- Created and curated engaging product documentation and visual content for social media platforms, leading to a 25% increase in user engagement and boosting awareness during new product launches.
- Oversaw the production and distribution process for over 50 customized orders weekly, maintaining strict quality control standards and achieving a zero customer complaint rate, showcasing strong operational management skills.

ORGANIZATIONAL EXPERIENCE

Division Coordinator and Staff of Education Commission, HIMSISFO Binus University   Nov 202 – Nov 2023
- Led the support division team for the Immersion program, managing budgets, logistics, and coordinating activities for over 100 international study tour participants, achieving a 95% participant satisfaction rate.
- Streamlined organizational workflows by building an efficient digital documentation system for budget tracking and registration forms, increasing overall productivity by 40%.
- Designed and produced impactful visual materials for the SELCAVIS program, including event logos, virtual backgrounds, and social media content, driving a 30% increase in engagement rates compared to the previous year.
- Oversaw the successful implementation of large-scale events, such as the Welcoming Party & EXPO, ensuring smooth operations for over 500 new students with zero technical issues, creating a positive participant experience.

TRAINING & CERTIFICATION

- **Full Stack Web Development Boot Camp, Binar Academy** (2024)

SKILLS

- **Language:** Bahasa Indonesia (Native), English (Intermediate)
- **Software:** HTML, CSS3, JavaScript, React.js, MySQL, Figma, Git, Visual Studio Code, XAMPP, Express.js, Postman
- **Others:** Frontend & Backend Web Development, UI/UX Design, Database Management, Responsive Web Design, Project Management, Programming, UI/UX Research, Digital Marketing, Information Systems, Communication