



NADIA KAYLA DHINITA

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South Tangerang, Banten, 15426

SUMMARY

Informatics Engineering graduate from Universitas Mercu Buana with a GPA of 3.82/4.00, combining a technical foundation in web development and full-stack programming with practical experience in SEO and website optimisation. Experienced in developing web-based applications using HTML, CSS, JavaScript, Python, and Flask, alongside supporting website maintenance, content optimisation, and digital performance analysis. Interested in building functional, user-focused web solutions while continuously developing technical and analytical skills.

EDUCATION

Mercu Buana University

2022 – 2026

S1 Informatics Engineering, Department of Informatics Engineering, Faculty of Computer Science (GPA: 3.82/4.00).

- Achievement : *Silver Medal* – INNOPA (Pekan Inovasi Nasional Universitas Mercu Buana 2025)

As team leader in developing **Filmly**, an innovative streaming and movie recommendation website integrated with an interactive chatbot.

WORK EXPERINCE

Industrial Work Practice at PT Muhammad Syahri Purnama

June 2021 – Sept 2021

- ✦ Create designs for calendars, banners, billboards, and various other media according to customer orders.
- ✦ Serve and direct customers on custom designs, ensuring their needs and preferences are met in every design deliverable.
- ✦ Manage design revisions based on customer and supervisor feedback, and complete final designs on schedule.
- ✦ Develop visual concepts and keep up to date with the latest design trends and apply them to the work to enhance the visual appeal of the product.

Independen Study MSIB at Celerates or PT Mitra Talenta Group Data Science Position

Aug – Dec 2024

- ✦ Performed structured data querying using SQL, conducted data exploration, applied descriptive statistics, and executed hypothesis testing to support data-driven decisions.
- ✦ Analyzed datasets using Python (Pandas, NumPy, Matplotlib), implemented data wrangling and Exploratory Data Analysis (EDA), and developed machine learning models with proper evaluation (Accuracy, Precision, Recall, F1-Score).
- ✦ Applied Natural Language Processing (NLP) techniques including Text Vectorization, and experimented with Large Language Models (LLM) for advanced text analysis.
- ✦ Explored Deep Learning approaches (ANN, RNN, LSTM) and completed a final project involving sentiment analysis using SVM classification and development of an NLP-based chatbot with LLM integration.

Industrial Work Practice at PT Winnicode Garuda Teknologi as a Fullstack Developer

Feb – June 2025

- ✦ Developed a web-based attendance system using PHP Native that integrates camera-based face recognition and geolocation to verify student check-ins.
- ✦ Designed and implemented the front-end and back-end architecture to ensure seamless user interaction and data processing.
- ✦ Handled database design and integration, optimizing real-time attendance recording and storage.

Industrial Work Practice at Bureau of Facilities and Infrastructure UMB

July 2025 – Jan 2026

- ✦ Assisted in managing procurement processes, including handling requests, verifying supplier quotations, and supporting contract documentation.
- ✦ Supported the ordering system by preparing purchase orders and ensuring accuracy in item specifications, quantities, and delivery schedules.
- ✦ Created a web-based dormitory management project, including features for resident data management, room allocation, and administrative monitoring to support efficient dormitory operations.

Freelance SEO, Social Media & Website Maintenance at AIS Marine

May 2026 - Present

- ✦ Managed social media content and engagement strategies for AIS Marine to enhance brand visibility across different industry sectors.
 - ✦ Led SEO optimization for the AIS Marine website, extensively utilizing Google Analytics to monitor traffic, analyze user behavior, and improve organic search rankings.
- Assisted in troubleshooting website issues and restoring website functionality following a phishing incident.

SEO Specialist at Digidash

May 2026 - Present

- ✦ Conduct SEO optimisation for client websites to improve search visibility, website structure, and content relevance.
- ✦ Support website content management and on-page optimisation based on SEO best practices.
- ✦ Support digital content planning and maintain consistency across website and social media channels.

ORGANIZATION

Organisasi Mahasiswa Sosial Peduli Lingkungan (OASE)

2023 - 2025

Environment Division

- ✦ Served as the Person in Charge (PIC) for the Research and Innovation Division, focusing on creating and promoting innovative solutions to address environmental challenges.
- ✦ Holding internal work meetings regularly once a month in the form of forums.
- ✦ Responsible for implementing work programs in the form of earth day in commemoration of world earth day, environmental education and clean action.

CERTIFICATION

- ✦ Celerates Data Science Certification, December 2024.
- ✦ Data Classification and Summarization Using IBM Granite, May 2025.
- ✦ BNSP Competency Certification: Software Engineer (Requirements Analysis), December 2025.

SKILLS

- ✦ **SOFTWARE AND TOOLS:** WordPress, HTML, PHP, C++, Python, JavaScript (JS), DBeaver, Visual Studio Code, Netbeans, Android Studio, Anaconda, Streamlit, Upbge, Spreadsheets, Excel, Google Analytics.
- ✦ **PROFESSIONAL SKILLS:** SEO, Quality Assurance (QA), Social Media Management, Machine Learning, Natural Language Processing (NLP), Text Classification, K-Means Clustering, Rule-Based Automation, UI/UX Design.
- ✦ **LANGUAGE:** Indonesian (Advanced), English (Intermediate).