SHOFA WARDATUL JANNAH

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SUMMARY

A Master's graduate in Information Systems from Institut Teknologi Sepuluh Nopember, with two years of experience in IT with a strong interest in Data Analysis and Business Analysis with proven skills in Python and SQL. Experienced in data management, visualization, and deep learning. Passionate about learning new technologies and continuously improving my skills.

WORK EXPERIENCE

IT Assistant, Kebun Seni - Tangerang, Indonesia   **Aug 2021 - Oct 2023**

- Managed three company websites (kebunseni.com, vonnyratnaindah.com, christianartworks.net), increasing visitor traffic by 45% in one year and improving average session duration.
- Collaborated with a three-person in creative and research team to develop engaging marketing content, resulting in a 35% increase in engagement rate on social media and websites.
- Executed various digital marketing strategies, including SEO optimization, which boosted organic traffic by 60%, and email marketing campaigns, which increased customer conversions by 20%.
- Grew the company's Instagram and TikTok following by 40%, with a 25% rise in average engagement per post.
- Optimized product listings and visuals on multiple e-commerce platforms, contributing to a 30% increase in online sales within a year.

Consumer IT Business Partner, PT. Telekomunikasi Selular - Jakarta, Indonesia   **Apr 2021 - Mar 2023**

- Led cross-functional projects bridging business and IT teams to identifying business needs.
- Designed an automated system using Microsoft Lists and Power Apps as a reminder and project management tool across three divisions, improving progress tracking efficiency and ensuring 80% of projects were completed on time.
- Coordinated over 100 meetings, ensuring each session was properly documented with clear and comprehensive Minutes of Meeting (MoM).
- Monitored and reported the progress of 30+ IT projects, ensuring alignment with plans and targets.
- Reviewed 50+ Business Requirement Documents (BRDs) to ensure completeness and accuracy before submission to the development team.

IT Intern, Linda Gallery - Singapore, Singapore   **Apr 2021 - Jul 2021**

- Contributed to the development and maintenance of two official company websites, showcasing over 2,000 artworks from 500 artists across Asia and managing five virtual exhibitions.
- Assisted in executing multi-channel marketing campaigns, including email marketing, which increased the open rate by 35% and boosted new customer acquisition by 30%.
- Managed and updated 500+ art product listings on e-commerce platforms like Artsy, contributing to a 25% increase in visibility and sales.

IT Intern, PT. Sarana Mendulang Arta - Surabaya, Indonesia   **Jan 2020 - Mar 2020**

- Designed and developed a fully responsive website using Laravel, HTML, CSS, and JavaScript, improving loading speed by 50% and enhancing user retention with modern UI/UX.
- Updated 15 website interfaces and features for the Merpati Maintenance Facility Information System, optimizing navigation and usability.

EDUCATION

Master of Science in Information Systems   **Aug 2023 - Apr 2025**

Institut Teknologi Sepuluh Nopember - GPA 3.81/4.00
- Specialization in Natural Language Processing and Deep Learning.
- Thesis: "Aspect Based Multimodal Sentiment Analysis for Tourist Reviews using Deep Learning Method"

Bachelor of Science in Information Systems   **Aug 2017 - Apr 2021**

Universitas Dinamika - GPA 3.82/4.00
- Specialization in Natural Language Processing
- Undergraduate Thesis: "Sentiment Analysis of Tourist Reviews on Indonesian Tourist Destinations using Naive Bayes Classifier Algorithm Based on Particle Swarm Optimization"
- Secretary at Linux User Group Surabaya

ADDITIONAL INFORMATION

Technical Skills:
- **Programming & Data Analysis:** Python (including TensorFlow, PyTorch), SQL, Google Colab, Machine Learning and Deep Learning, Data Processing (Collection, Cleaning, Analysis)
- **Data Visualization & NLP:** Matplotlib, Seaborn, Tableau, Text Preprocessing, Sentiment Analysis, Text Classification, Feature Engineering & Embeddings
- **Tools & Productivity:** Microsoft Lists, Power Apps, Trello, Microsoft Office (Word, Excel, PowerPoint)

Soft Skills: Problem-Solving & Analytical Thinking, Time Management & Prioritization, Communication, Collaboration & Teamwork

Languages: English (Intermediate), Dutch (Beginner)

Certifications: Google Data Analytics, IBM Data Analyst, Machine Learning by DeepLearning AI, Data Visualization with Tableau

Awards/Activities:
- Presenter, 2024 International Conference on Information Technology Systems and Innovation (ICITSI) – Visual Aspect-Based Sentiment Analysis for Tourist Reviews Using Deep Learning Method (Bandung, Indonesia)
- Presenter, 2024 International Conference on Innovation and Intelligence for Informatics, Computing, and Technologies (3ICT) – Exploring Deep Learning Architectures for Effective Visual Question Answering (Sakhir, Bahrain)
- Published Author, Halal Research Journal, Vol. 4, No. 2 (2024) – Exploring Semantic Similarity among MUI Fatwas: A Computational Analysis using Generalized Jaccard Similarity
- Finalist – I-COM 2020 Informatics Competition (UI/UX Design), Universitas Ahmad Dahlan, 2020
- Finalist – SMART IT FEST 2020 (UI/UX Design Competition), Universitas Sebelas Maret, 2020
- Finalist – FIND IT! 2019 │ Future Innovations and Discovery IT, Universitas Gadjah Mada, 2019

Projects/Portfolio:
- Master's Thesis - Aspect Based Multimodal Sentiment Analysis for Tourist Reviews using Deep Learning Method - Python, Computer Vision, NLP
- Sales Prediction using Ensemble Learning - Python, Machine Learning
- Stock Forecasting using LSTM and GRU - Python, Deep Learning
- Exploring Deep Learning Architectures for Effective Visual Question Answering - Python, Computer Vision, NLP
- Semantic Similarity using Generalized Jaccard Similarity - Python, NLP
- Customer Analysis using Tableau
- Dashboard Amazon Prime Movies using Tableau
- Super Store Sales Dashboard using Tableau
- Washington House Sales Dashboard using Tableau
- Google Data Analytics Coursera
- IBM Data Analyst Capstone Project - IBM Cognos