

# SHOFA WARDATUL JANNAH

[shofawj@gmail.com](mailto:shofawj@gmail.com) • [shofawj.github.io](https://github.com/shofawj) • [linkedin.com/in/shofawj](https://www.linkedin.com/in/shofawj)  
+6285604777474 • Lumajang, Jawa Timur

## 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 Intelligence (BI). Skilled in Python, SQL, and HTML, with a solid foundation 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

- 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 - Feb 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 2015 - Aug 2019

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

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## ADDITIONAL INFORMATION

### Technical Skills:

- **Programming & Data Analysis:** Python (including TensorFlow, PyTorch), SQL, Jupyter Notebook, Google Colab, Machine Learning and Deep Learning, Data Processing (Collection, Cleaning, Analysis)
- **Data Visualization & NLP:** Matplotlib, Seaborn, 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

### 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
- Google Data Analytics Coursera
- IBM Data Analyst Capstone Project - IBM Cognos